

UG 1935

Medical Economics

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

• AUGUST, 1935 • CIRCULATION: 125,000 •



CONTAINS
THE
ESSENTIAL

M I N E R A L S

SODIUM
POTASSIUM
PHOSPHORUS
CALCIUM
IRON
MANGANESE

During Pregnancy and the Postpartum Period

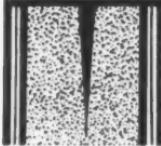
supporting treatment is essential.

To renew the impoverished blood stream, to replenish the constant mineral depletion, and to overcome the neural depression, there is no better tonic than Fellows' Syrup for the parturient and post-parturient patient.

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 TO BE USED ON ALL MUCOUS MEMBRANES OF THE BODY
 AND MOUTH

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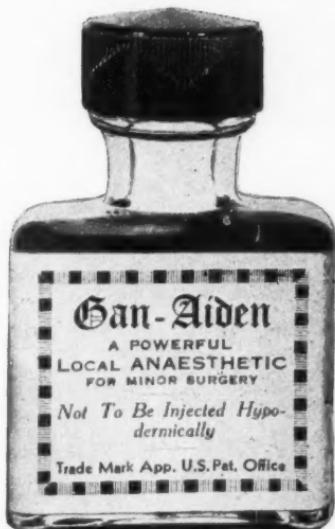
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Toxic

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Irritating

After

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Medical Economics

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

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is especially useful during the summer when physicians are constantly called to treat injuries resulting from outdoor activities. Mercurochrome is non-irritating and exerts bactericidal and bacteriostatic action in wounds; it has a background of fifteen years' clinical application.



After a thorough investigation of the evidence for and against at the close of the last period of acceptance, the Council on Pharmacy and Chemistry of the American Medical Association has again reaccepted Mercurochrome (N.N.R. 1935).

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Baby Ralston

COOKS IN TWO MINUTES

The chief values of cereal cooking are assumed to be sterilization, gelatinization and possible increase in palatability. It is an accepted fact that during the cooking process a chemical reaction takes place between the cereal starch and the water, producing gelatinized starch—an hydration product. The gelatinization exposes more surface to, and is more quickly acted upon by the enzymes of the digestive tract. Therefore, *the cooking process is completed when complete starch gelatinization has occurred.*

The Ralston Purina Research Department has developed a method (1) for distinguishing between raw and gelatinized starch. This method makes it possible to know, definitely, how well or how poorly certain cereals are cooked.

The graph, herewith, shows results obtained when Baby Ralston is cooked by this method for various periods of time. Note that complete gelatinization occurs in 2 minutes of active boiling in a single boiler over an open flame.

Where long cooking is preferred, Baby Ralston may be cooked for 15 minutes in a single boiler—or 60 minutes in a double boiler without measurable depreciation in vitamin B, providing proportions of water and cereal recommended on the package are used.

Baby Ralston— Research Laboratory Report

Baby Ralston is a smooth, highly palatable and well tolerated cereal composed of wheat endosperm and wheat embryo—fortified with added iron and calcium salts. Because it's so easy to prepare—so delicious that baby takes it eagerly—mothers thank you for including Baby Ralston in the infant's diet. We will gladly send you samples of Baby Ralston—and a copy of the Laboratory Research Report. Simply fill in the coupon, or attach it to your prescription blank.

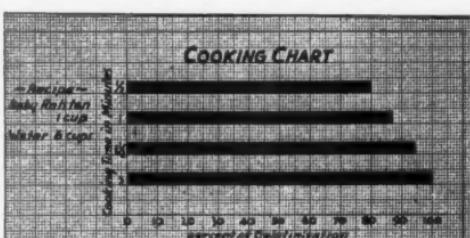
(1) Cunningham N. T. *The Cooking of Cereal Porridges: Jrl. of Cereal Chemistry* 8:403—1931

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*You may send me sample of the new Baby Ralston for testing;
also copy of Laboratory Research Report on Baby Ralston.*

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SPEAKING FRANKLY

★ Cause of Friction

To the Editor:

I did some contract practice for two or three lumber companies way back when I first began practice, from 1904 to 1910. I liked it.

In 1907, when one of our periodic panics struck us, I had a happy thought: "Why not apply the same plan to private practice?" I selected the names of one hundred heads of my best families and offered to look after them in every way in the matter of sickness, obstetrics, and medicine for \$20 per family per annum. I made the offer by letter.

How many answers do you suppose I received? Not one single person in all the hundred answered the letter. No one even mentioned it to me in any way.

After thinking the matter over I did not regret their lack of action. Such practice would have been all right if there were a third party collecting the money. But for the doctor himself to undertake such work in such a manner is not satisfactory.

Where a doctor has no connection with the economics of his practice and this is left entirely to an interested third party, I believe that contract practice is a very fair way of conducting medical services. But any other basis, I am afraid, is doomed to failure because it will cause friction sooner or later between physician and patient.

James A. Norton, M.D.
Conway, North Carolina

★ Living Graveyard

To the Editor:

Together with the old preceptor idea, a slow but sure death has accepted as its own the former spirit of helpfulness and material aid which the family doctor used to show toward his young and inexperienced colleague.

I do not believe that this is due to a disappearance of kindness or sympathy. It is rather the inevitable outcome of too many doctors, too much competition, and the natural law of self-preservation...

A large city is often a living graveyard for one who has served his internship in some smaller city. He lacks neces-

sary professional connections. There is no one from whom he can get help. His mind reaches a state of desperation...

What course of action is open to such a young doctor who lacks sufficient capital to open an office?

Interne
New York City

★ Dog Bakers

To the Editor:

Dr. Ivy's article, "They Call Us 'Torturers,'" in your March issue, is a tissue of falsehoods.

At the office of the Vivisection Investigation League, 88 Lexington Ave., New York City, Dr. Ivy can find on file the names of many antivivisectionist veterinarians who have made great contributions to "the prevention, mitigation, and cure of diseases among animals." He will also find that prevention of rabies, distemper, and hookworm in dogs is accomplished without any debt to vivisectors, and that many canine deaths have been due to the application of vivisectional remedies.

He speaks of the "100 dogs used for scientific and humane experiments." Is it possible Dr. Ivy does not know that on page four of the Chicago Herald-Examiner of January 5, 1935 it is authoritatively stated that 6,229 dogs were used for vivisection in the laboratories of Chicago alone last year? Doesn't he know that official government statistics from England state that more than 95% of all animal experimentation is carried on without any anesthetics whatever? In the United States, where there are no government restrictions, the percentage must be even larger! Indeed, it is this same Dr. Ivy who gave orders to cut the vocal chords of dogs before experiments. Their moans and shrieks had aroused protests from passersby!

If Dr. Ivy would read in the medical magazines, as I have done, the descriptions of experiments on dogs and other animals in the words of the vivisectors themselves, he would see exactly why such names as "fiends, demons, human monsters, animal torturers" are applied to men who bake, burn, starve, suffocate, poison, lacerate, and torture many thou-

IN HEMOGLOBIN DEFICIENCY

There is a growing mass of authoritative opinion that the best results in iron medication in secondary anemia are obtained when the iron is administered by mouth, in large doses and continued for some time after the hemoglobin has attained normal levels.

The difficulty with iron therapy has been the unpalatable taste and irritating qualities of organic iron. In Ovoferin, however, these objections do not obtain. Ovoferin (colloidal iron) is not only an effective and rapid hemoglobin builder, but it possesses none of the disadvantages of organic iron.

Ovoferin is practically tasteless and odorless, it does not stain the teeth, it does not constipate, and it does not irritate the gastro-intestinal tract; in some cases, it actually stimulates intestinal peristalsis.

Because of its palatability, Ovoferin is taken readily by children and by adults with capricious appetites. It exerts a marked tonic effect on the general metabolism and is especially useful in the anemias associated with a low hemoglobin level.

Each adult dose of Ovoferin—a tablespoonful in a wineglass of milk or water after or before meals—contains one grain of metallic iron maintained in colloidal form by a protective protein colloid. The dose for children is two teaspoonsfuls.

Ovoferin is prescribed in 11-ounce bottles.



**A. C. BARNES COMPANY
(INCORPORATED)**

New Brunswick, New Jersey
SOLE MANUFACTURERS OF OVOFERIN AND ARGYROL

sands of helpless creatures annually, without one "discovery" of the slightest value to humanity that could not have been found out in painless ways. Surgeons like Lawson Tait of England, Professor Henry J. Bigelow of Harvard, and many others whose statements are on file in the before-mentioned office, have said so. These world-famous men have stated that medical progress has been greatly hindered by animal experimentation.

Can it be possible that when Dr. Ivy wrote, "The antivivisectionists have not taken recourse to the anti-cruelty laws of our states," he did not know that in all the states not one anti-cruelty law punishes cruelty in a laboratory? The big object of the antivivisection movement is to make cruelty inside a laboratory just as much a felony as it now is outside a laboratory!

Regarding what Dr. Ivy says about "unequaled misrepresentation of facts," on the part of the antivivisectionists, surely he must know that never in the history of the movement has a libel suit been brought against them, for the simple reason that all their evidence is taken from the printed words of the vivisectionists!

Antivivisectionists are not against research that does not inflict suffering on animals and human beings. They do oppose the 1,000 different vaccines and serums that are being literally forced on the people by compulsory laws, regardless of the death and invalidism in their wake, because they are so tremendously profitable to the manufacturers and "shooters" thereof!

(Mrs. C. N.) Alice K. Millard,
President, Erie County (N. Y.)
Antivivisection Society

Dr. Ivy's reply:

To the Editor:

I find Mrs. Millard's letter very mild. I have been accused by antivivisectionists of telling falsehoods before. So, such an accusation from such a source does not in the least embarrass me.

There is scientific evidence that rabies, distemper, and hookworm may be prevented by the application of the discoveries of animal experimentation. But there is no scientific evidence showing that these diseases may be prevented without applying the discoveries of animal experimentation.

Mrs. Millard, in making the quotation concerning the 100 dogs, commits a breach of ethics common to antivivisection literature, namely, that of lifting a part of a sentence or paragraph so as to distort its original connotation. I certainly do know that 6,229 dogs were used

in the laboratories of Chicago during the year 1934. But every one of those dogs was given an anesthetic before being subjected to any procedure likely to cause more discomfort than anesthesia itself. This is a standing rule.

Yes, I have given orders to perform, under anesthesia, the painless operation of section of the vocal chords. But only when dogs have barked to the extent that they bothered patients in a hospital nearby or in residences. I never did so to silence moans and shrieks as a consequence of any laboratory procedure. Pain-killing drugs make this unnecessary. The statement of Mrs. Millard is an example of the misunderstanding of facts so often revealed in the writings of antivivisectionists.

I note that Professor Bigelow is again quoted. Antivivisection literature fails to inform its readers that Professor Bigelow made the statement many years ago and retracted it later. Lawson Tait made his statement long ago, too. He did not live long enough afterwards to see the remarkable advances that have come as a result of animal experimentation.

I am not familiar with the anti-cruelty laws in all the states, but I am familiar with the laws of one which, according to advice I have received, does not exempt laboratory workers from cruelty. As for libel suits: one was brought by Professor Starling of England against certain antivivisectionists. He not only won the suit, but also damages.

I know some antivivisectionists who are against any and all kinds of research on animals for the benefit of animals or mankind. They allege that it is wrong to contravene the will of God. Possibly Mrs. Millard is not one of this type of antivivisectionist. Nevertheless the last paragraph of her letter places her among that group opposed to vaccination against small-pox and the use of diphtheria antitoxin and toxoid. In my opinion one type is as prejudicial to the welfare of animals and man as the other.

A. C. Ivy, M.D., Ph.D.
Northwestern University
Medical School, Chicago

★ Doctors Abused

To the Editor:

Plans of all kinds could be dispensed with if doctors were to cooperate in correcting the abuses which have sprung up within the profession.

First and foremost of these abuses is charity. Physicians should be radical about it. Close the clinics. Give services away only if the suppliant is willing to sign to the fact that he can not afford to pay for them. Food and drink, far

HEAT STERILIZATION— A BASIC PRINCIPLE OF CANNING

● The Frenchman, Appert, is given credit for the first application of heat sterilization as a means of food preservation.

Competing for a prize of 12,000 francs offered by Napoleon for the most practical method of food preservation for blockaded France, Appert, in 1804, laid the foundations of the modern canning industry. So successful were his limited efforts that a contemporary food critic has stated that Appert's products recalled "the month of May in the heart of winter."

In the first English edition of his text (1) Appert propounds his conviction:

"That the application of fire in a manner variously adapted to various substances, after having with the utmost care and as completely as possible, deprived them of all contact with the air, effects a perfect preservation of those same productions, with all their natural qualities."

Appert's findings were made empirically years before the true causes of food spoilage were known. Today, it is evident that the success of his procedure was due to heat destruction of spoilage micro-organisms, such as are associated with raw foods, and protection from subsequent contamination by such organisms.

The sterilization procedure, or the

"process" as it is termed in the industry, is an integral part of commercial canning. Essentially, it involves the heat treatment of foods sealed in hermetic containers after proper preparation; the preparatory procedures accomplishing, among other things, the removal of most of the air from the can.

The time and temperature required for sterilization of a food are dependent upon many factors. The establishment of proper processes for canned foods is not a haphazard procedure; scientific methods constantly refined during the past two decades serve to determine the times and temperatures which must be used.

The findings of the physical chemist as to the rate of penetration of heat into the food are combined mathematically with data obtained by the bacteriologist on the thermal resistance of spoilage micro-organisms (2).

From this calculation are determined the proper processes necessary to destroy spore-forming spoilage bacteria whose thermal resistance are much greater than those of the pathogens.

Selected raw material, proper preparation, and scientifically determined methods of heat sterilization have combined to insure that canned foods as a class are among the most wholesome foods coming to the American table (3).

AMERICAN CAN COMPANY

230 Park Avenue, New York City

(1) *The Art of Preserving*, M. Appert, Black, Parry and Kingsbury, London, 1811

(2) *Thermal Process Time for Canned Foods*, C. O. Ball, Nati. Res. Council Bulletin, v. 7, No. 87, 1923

(3) *Preventive Medicine and Hygiene*, M. J. Rosenau, Appleton-Century, N.Y., 5th Edition, 1927

This is the third in a series of monthly articles, which will summarize, for your convenience, the conclusions about canned foods which authorities in nutritional research have reached. We want to make this series valuable to you, and so we ask your help. Will you tell us on a post card addressed to the American Can Company, New York, N. Y., what phases of canned foods knowledge are of greatest interest to you? Your suggestions will determine the subject matter of future articles.



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Hypertensive Patients
are affected by Summer
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Brunton-Thrush Formula

will affect gradual symptomatic reduction of high blood pressure—not dramatic fall.

FORMULA: Potassium Nitrate, Sodium Nitrite, Nitroglycerin (which is not dissipated), and Crataegus Oxyacantha. Sugar coated, green in color, made to dissolve in the intestinal tract for the avoidance of gastric disturbance. They are well tolerated and may be given for long periods if necessary.

THE ORIGINAL PRODUCT—NOT AN IMITATION.



**SEND FOR THIS INFORMATIVE
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..... Address,
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more essential to life than medical aid, are never given away in any other way. Yet if anyone is found starving, it becomes front page news.

The second abuse is advertising. I, for one, do not understand why commercial houses should be allowed to advertise their wares behind such phrases as "Eminent doctors recommend," "Doctors all agree," etc. They should be obliged to be more explicit and truthful. They should be asked who these eminent doctors are who recommend their product, and if they mention names, it should be gently and firmly pointed out to them that ethical doctors do not advertise. If they do, they lose their ethical standing, and can no longer be classed as eminent.

Hospitals could be a great deal more useful if they were used as clearing houses for physicians. It should be made possible for all physicians to avail themselves of the laboratories, x-ray rooms, and other facilities of the modern hospital. The financial arrangement to pay for the use of these facilities should be between the doctor and the hospital.

Mary Klein (wife of Harry Klein, M.D.)
Newark, New Jersey

★ Nationwide Reciprocity

To the Editor:

In June MEDICAL ECONOMICS, under the heading "Land of Liberty?" an Oklahoma doctor asks how other physicians feel in regard to the reciprocity laws.

In 1933 I sent a questionnaire to all practicing physicians in St. Louis. Question 23 was: "Should our reciprocity laws be changed to permit class A medical school graduates to practice anywhere in the U. S.?"

Two hundred and twelve physicians answered. I have summarized the replies:

No answer	3%
No	8%
Yes	89%

Among the "yes" answers, the following general remarks were made:
"Class A standards are high everywhere."

"Include also all M.D.'s in governmental service."

"Include all M.D.'s who have been in practice over 25 years."

"There should be a national medical examining board."

Your journal has done some excellent work. It should continue to grow and prosper.

M. J. Bierman, M.D.
St. Louis, Missouri

[Turn the page]

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Through the succeeding years, with increased Gerber volume, we have twice lowered prices still further. Today Gerber's may be purchased at 10c a can or less in practically every market.

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Arheol is the purified active principle of East Indian Sandalwood oil, freed from the therapeutically inert but irritating substances found in the crude oil—a chemically pure, standardized preparation with which uniform results with identical doses may be expected.

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450 Seventh Avenue, New York

To the Editor:

The first letter in your June Speaking Frankly department concerns a matter about which I have often spoken: the restrictions on licensed doctors moving from one state to another.

It seems to me a highly ridiculous state of affairs when a physician, licensed in one state, is excluded from all others unless, at considerable expense and effort, he first secures licenses to practice there...

Practice acts as they exist now in virtually every state are *not* for the benefit of the public. They are barbed-wire fences designed to protect those already in practice in that particular state... However, they are not really effective toward that end. The worst quacks will invariably get in if they wish to do so.

It is more than probable that if every doctor were free to move to any state he might select, without hindrance, no appreciable difference in the distribution of doctors would result.

The present situation indicates that the people of one state are considered better than those of another. Otherwise why shouldn't a physician considered competent to practice in one state be just as competent to practice in any state?

It would scarcely be possible to print a list of places having from 1,000 to 10,000 population *without a doctor* if today's fool practice acts were not in force. Doubtless there are many who would be only too glad to go to these places if they were free to do so, instead of being limited to one state.

The profession did a good job of cutting its own throat when it had these practice acts passed. While it may now be necessary to "eat crow," it would seem the part of wisdom to get busy and undo this piece of foolishness...

E. W. Feige, M.D.
Huron, South Dakota

★ To Lessen Overcrowding

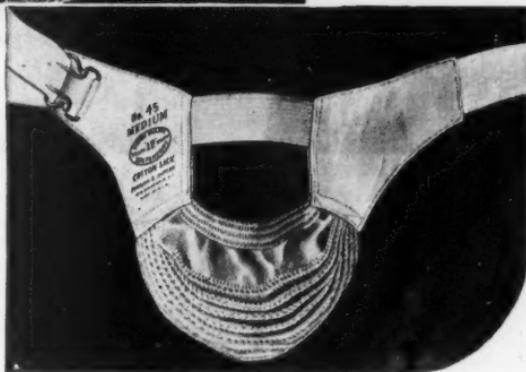
To the Editor:

I have noticed with some pleasure your work in listing towns containing 1,000 or more population per physician. I feel that the movement deserves commendation. Being a young physician myself, and having interned in a large city, I feel that the situation which exists in these cities with reference to overcrowding by the profession, is acute. Furthermore, I honestly believe that should such a list as yours be available to the young physician, this situation would be benefited a great deal...

Irving I. Shure, M.D.
Conetoe, North Carolina



• **Lister's Suspensory**—The leading style for heavily built men. Lister's No. 4 has a soft, knitted cotton sack, elastic waistband and adjustable understraps. Lister's No. 4, \$.75, preferred by most physicians. Other styles, \$.50 and \$1.00, retail.



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Ovaltine is invaluable as a means of strengthening and fortifying this line of defense. For it adds important food elements to the regular diet. It contributes additional minerals and vitamins—the growth Vitamins A, B₁ and B₂, and the bone-building Vitamin D, mobilizer of the food calcium and food phosphorus of the product.

As one physician aptly said: "Ovaltine makes milk a square meal, besides making that staple and necessary article of a child's diet more digestible and much more attractive to the taste."

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The Swiss Food-Drink

*Manufactured under license in U.S.A.
according to original Swiss formula.*



M EDITORIAL

The clearest echo ever heard lacked something of the sound from which it originated—quality perhaps, or tone, or authenticity. The same is true of an imitation—including imitations of drug products or other items that fall within the category known as *physicians' supplies*.

The number of parasitic manufacturers engaged in making product imitations for the physicians' supply industry would be hard to estimate. Equally difficult would be the task of guessing how many outlets exist for their mimic goods. At all events, there are enough of them to warrant militant action against their producers—especially since there is evidence that the manufacture and sale of product imitations is increasing.

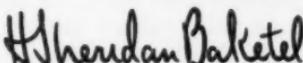
The American Surgical Trade Association and the American Pharmaceutical Manufacturers Association both passed noteworthy resolutions at their recent annual conventions. Both resolved that the product imitator must be ousted from their ranks. Initial steps are being taken toward this end.

Nevertheless, as long as there is a *market* for their counterfeit stock, chiseling manufacturers will be able to resist being dislodged from their unethical perch. Full cooperation by the medical profession is essential if the market is to be constricted. Something "just as good" at a much lower price is often enticing. But let us realize that high quality and bargain prices seldom go hand in hand. It is to our advantage, moreover, to avoid identifying ourselves with low-priced, spurious products.

The remedy is within reach. Our first step is to make sure we purchase nothing for our professional use that is not manufactured honestly and sold at a proper price. Next, we can help our patients follow the same policy. To protect the patient, two things are necessary: (1) Prescribe original products. And (2) direct him to reputable pharmacists and distributors—those who do not stoop to the substitution of inferior imitations.

When a patient's condition fails to improve (it may even become aggravated) as a result of using an imitation of the product suggested by his doctor, who does he blame? Not the manufacturer, not the retailer, and certainly not himself.

Like any malignant growth, product imitation must be excised before it renders unhealthy the normal tissue present. Common sense demands that the profession lend assistance, for its own sake, in bringing this about.





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in bringing
this about.

H. Sheridan Bakelite



DID you ever sit down in your office for a few moments of quiet contemplation, imagine yourself to be a patient, and ask yourself how that patient would react to the place? It's worth trying. You'll find faults which you never imagined existed.

Not long ago, I remember, someone advised the Great American Housewife that when decorating her new guest room she ought to pack her bag, move in, and spend the night there just as if she were a guest. In this way she would surely find out if the bed were too short, the light bad, or the furniture inconveniently arranged.

A physician's office merits the

same attention. Surveying it through the eyes of a patient is bound to emphasize details which would otherwise escape notice entirely.

One of the most vital considerations in any medical office is correct grouping of furniture and appointments.

Sit down in the armchair. Is it comfortable? Is there a nearby table with lamp, cigarette box, and ashtray, plus a handy magazine rack? Is the lamp the correct height for reading, even for the few moments one may have to wait? On all these things comfort depends.

After all, doesn't an arrange-

MEDICAL LIBRARY
HISTORICAL BUILDING
DES MOINES, IOWA

AND CORRECTLY GROUPED
FURNITURE ASSURES THEM
OF IT . . . By F. B. BRADLEY

Patients Like Comfort, Too

ment of this kind react on you much more happily than if the chair were alone in one corner of the room, the ashtray non-existent, and the table for magazines in the center of the floor?

Ordinarily, a two-cushion couch is more comfortable in a reception room than the standard, three-cushion piece. Strangers are going to use this furniture; and it is hard to sit three in a row, especially for the middle person. Lamp tables at either end of the couch and a long, low table in front will provide more room and at the same time form a pleasing group.

Two chairs with the same lines can be placed on either side of a round or oblong table which again can hold a lamp, magazines, and other conveniences. An ordinary bookcase painted to harmonize with the color scheme can be so placed that it will divide two groups and form a background at the same time. With a little experimenting you will be able to form these groups so that they will seat the greatest number of patients without inconveniencing any of them.

A screen is a great help in making a background for other

groups, since a chair and table can be placed in front of it and another arrangement on the opposite side. Furthermore, screens are easily decorated, to blend with any color scheme. A desk is also an attractive piece of furniture to have in a room of this kind. It, too, can be placed so as to break up groupings effectively.

In making your groups do not forget the importance of pictures and mirrors. Be sure to choose subjects which appeal and not those which have been yellowing in the storeroom for fifty years. Use them sparingly, maintain balance, and you will add correct feeling to the room. Grouping here is just as important as it is in furniture, perhaps more so; for when a patient has to sit and wait, he naturally wants to look at something; and pictures are the logical article to select.

For a large space, choose a relatively large picture—not one or two tiny prints. Conversely, use small pictures for small spaces. If you try to wedge in a large picture where a small one belongs, it suffers from lack of background and makes the wall look unpleasantly crowded.

Be sure not to overdo the placing of furniture "catty-corner." It takes up valuable space and is successful only when done with considerable care. As a rule you will do better to follow the lines of the walls. This should be re-

membered in the case of rugs particularly. Nothing is more confusing than to have several scatter rugs placed at angles. It gives a "busy" appearance to the room, and adds nothing decoratively.

While on the subject of decorating, think of your office as a home, not as a dumping ground. The furniture in many an office today should have been stoked into the furnace years ago.

Of course, if you do happen to have an old chair, for example, whose shape doesn't mark it as a monstrosity and whose frame is strong, you can always knock off any excess ornamentation and have a good-looking slipcover made which will hide the old upholstery. This is a splendid way to cover up and bring into harmony pieces which should never have been placed together.

Choice of slipcovers is significant. They can be purchased ready-made; but in that case the materials are not always attractive, long-wearing, and wash-resisting. Moreover, when ready-made, they don't always give a good fit—which is essential, since a slipcover should look as much like upholstery as possible. A good slipcover usually has to be made to order. It will have zippers to insure quick, easy removal, and the material used will often be "Sanforized" (pre-shrunk to withstand washing).

In the "before" and "after" floor plans on page 19 you can readily see the contrast between a haphazard arrangement and one which is well planned. The "before" plan shows rugs at angles; a three-cushion couch across the corner of the room, taking up too much space; and very little attempt at grouping. The center table holds magazines, but in or-

der to reach them one must leave one's chair, which is unnecessary if proper grouping is used. There are no small tables adjacent to the chairs, and the only lamp is on the center table away from all chairs.

In the "after" plan, a low bookcase breaks up the wall space and provides room for two persons in the corner. A chair and table can be placed, as shown, on the other side of the bookcase. The other two-cushion couch naturally provides room for two persons, as does the two-chair group. By placing the furniture against the walls as shown, more space is provided. Lamps are in the right places and everything is close at hand.

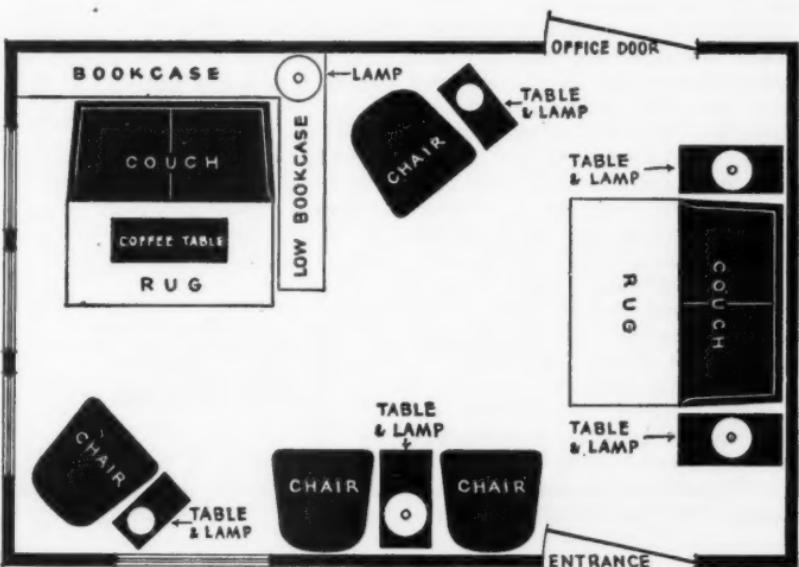
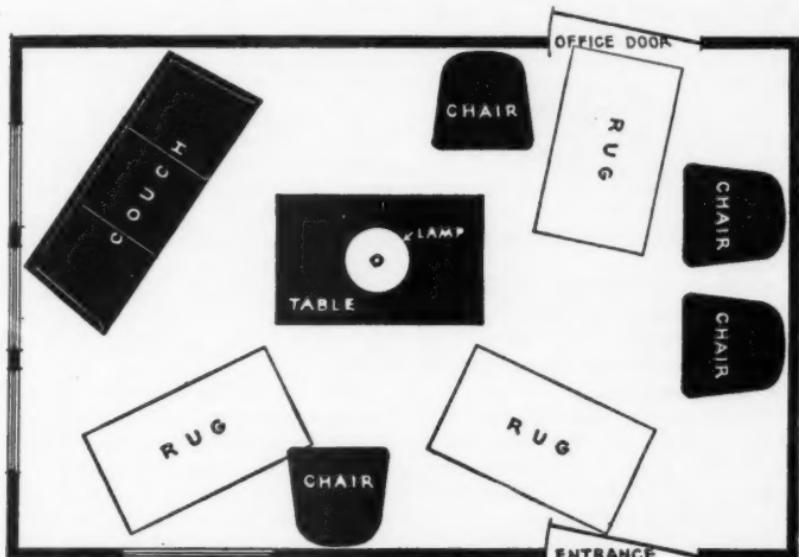
No one asks that a physician's office be luxurious. All the patient expects is comfort, amid modest, attractive surroundings.

The photograph on page 16 shows a reception room which any doctor could be proud to have. It is simple, it is masculine, and the furnishings are appropriate. Notice that the center and right-hand chairs have a table nearby with lamp, and an ash-tray conveniently placed. The chair at the left has the same conveniences; but they are not shown in the picture. All three chairs have a magazine rack within arm's reach. A fireplace is not essential, of course, but it does add interest and charm to a room which might be unimaginative without it.

Would you like this room for your office? Of course you would.

But if you use it as a model, remember this: It has more than attractiveness. It represents intelligent planning for the patient's comfort. And one's as necessary as the other.

Transformation in a medical office: or right and wrong ways to arrange furniture. The "before" plan (top) reflects little effort to make the patient comfortable. Light is inadequate; chairs are badly placed; magazines, on the center table, are out of reach. Contrast this with the "after" plan below.



Softening the Sentence of Old

OLD age and financial insecurity are almost complementary



terms. Yet it takes a sexagenarian to realize it.

To most youngsters nowadays—those between 19 and 49—retirement is barely a speck on the horizon. Its hazards are known but unappreciated.

When old age compels the man in business to quit work, he sometimes gets a pension. Or he may draw a shareholder's income from his still-active company.

With the physician it is different. His is strictly a one-man occupation. There is no one to pay him a pension, no business from which to collect dividends. When old age catches up with him unexpectedly all he has left often is a waning practice and a strongbox full of weak securities.

The young practitioner today who takes his cue from the experience of recent years is adhering pretty closely to the high-road of conservatism. Speculative detours and get-rich-quick by-paths are not for him. What surplus he can lay aside is finding its way into sound investments—especially annuities.

What is an annuity? What is this unique type of investment that attracted several millions of the fortune of the recently abdicated King of Siam, that was

almost unknown until five years ago, whose sales have quadrupled since business reached its nadir in 1932?

An annuity is nothing more than a guaranteed, fixed income, starting at some agreed date in later life and continuing until death. It may be created by a single large deposit or by periodic small deposits. It is the only investment scheme yet devised which assures unfailing continuity of income in fixed, known sums.

This "new" investment is, in truth, older than life insurance. But it lacks the popularity of life insurance for three reasons:

(1) Its sale is not pushed as vigorously. Most companies prefer to emphasize "protection for your dependents" rather than "a lifetime income for you." (2) Hence, investors are not overly familiar with it. (3) And, when it is brought to their attention, selection is made difficult by the confusing array of policies offered.

When the man in the street acquires the same elementary grasp of annuity principles that he has of the way in which his savings bank operates, and is capable of



choosing the right policy for his particular needs, the annuity will have come into its own.

Age By W. CLIFFORD KLENK

An annuity is a savings bank account plus—plus a guaranteed rate of interest, which no savings bank gives; plus dividends in certain cases; plus equal, if not greater, security. It is an investment that will return even more to you than your principal with

return beginning at some future age for the remainder of life.

It is worth emphasizing that no life insurance company of any maturity, regardless of size, has ever defaulted on an obligation of this kind. The annuity is a demand note upon the company that is-

Sagging investment returns and the desire for absolute security of principal have created a freshening interest in annuities. Here, in the first of a series of three articles, Mr. Klenk explains the fundamentals of this type of old-age protection. His two subsequent articles will discuss, respectively, the deferred annuity and the immediate annuity. Rates, quoted for purposes of illustration, were correct last month, but are subject to change.

compound interest, on the sole condition that you live long enough. If you do not, it will refund to your estate all the money you deposited, less what you received. If you live you win. If you die your estate wins.

Contrary to popular impression, annuities are available to everyone: the infant, the oldster, the widow, the cripple, the opulent, the frugal. They are not a monopoly of the wealthy. For the spendthrift an annuity is his best protection against his own folly.

The soundness of the annuity rests upon two elementary principles: (1) compound interest and (2) the average expectation of life. By simple arithmetic it is possible to determine the exact lump sum or periodic instalment necessary to yield a fixed, known

sue it. It is not subject to tax until the total received exceeds the total invested. It is a time-tested security, unaffected by depressions or booms, panics or stock market fluctuations. There are no coupons to clip, no interest defaults, no lapses of income during reinvestment negotiations, and, best of all, no worries.

Annuities can be created by one stroke of the pen with a million dollars. Or they can be built up either by surprisingly small fixed sums regularly deposited, or by varying sums irregularly deposited in conformity with the individual's capacity to save.

Generally, they may be divided into two classes: the single-pre-

mium (lump-sum), immediate annuity and the annual-premium, deferred annuity. Each kind has its subdivisions, each its optional features.

The single-premium immediate annuity—which is the annuity as it was first conceived—calls for the deposit of a lump sum of money and the starting of an agreed income one, three, six, or twelve months later and continuing for life even after the aggregate received exceeds the sum deposited. This type makes its appeal to the physician who is about to retire. It may be bought jointly on two lives, thus constituting an ideal investment for the no-longer-active doctor and his wife.

A man of 60 can hand his insurance company \$10,000 and begin at once to receive \$69.40 monthly for the rest of his life. This, let it be noted, is more than an 8.3% return on his investment; and he will continue to receive it if he lives to be a hundred.

The second general type, the annual-premium, deferred annuity, calls for regular periodic deposits over a fixed number of years. The longer the span intervening between the first deposit made and the first payment received, the smaller the individual deposit need be. Or, putting it another way, the longer the period during which deposits are made, the higher the ultimate return.

This type of contract can be purchased with or without concurrent life insurance. Both dividend and non-dividend companies issue it. It is available in certain companies with a premium-waiver provision—that clause common to a life insurance policy, which provides that if total physical disability overtakes you during your earning years you may

stop your deposits and still receive the same agreed-upon income when the contract matures.

Thus, the young doctor of 35, on his way up the professional ladder, can deposit as little as \$100 a year—in monthly installments, if need be—and begin at the age of 60 to receive a monthly check of \$26.31 for the rest of his natural life. Or, if he prefers, he may at the age of 60 receive a



guaranteed lump sum amounting to \$3,624, which, with accumulative dividends, will probably total about \$4,100. And all this for an aggregate net deposit of only \$2,500.

Both the foregoing types of annuities have their ramifications, of course. But these have no place in a general discussion of annuity fundamentals.

An outstanding asset of the annuity contract is its flexibility. You may borrow against it or surrender it for cash at any time on demand. You may stop payments during a lull in earnings and resume them when things get brighter, the ultimate income —like your ultimate savings bank balance—being proportionate to the amount of the fund you have accumulated.

You may arrange your annuity with the idea of retiring at 65 but make demands upon the contract at 49 or 57. You may start out by committing yourself to a relatively high deposit and reduce it later without loss of principal.

You may at the time you actually begin receiving the income agree to accept a higher return

for the rest of your life, forfeiting to the company the difference between what you shall have received up to the time of your death and your total deposit. The contract providing this is known as a non-refund annuity.

Or, you may choose a smaller lifetime return, with the proviso that the difference between what you shall have received at your death and your total deposit will be paid to your estate. A refund annuity provides this.

In short, there is little you can not do with an annuity, especially if a company is selected whose policy affords liquidity and flexibility.

Despite the fact that there is a general movement among annuity companies to make rates uniform, there are today, and probably will continue to be, certain companies whose rates are more attractive than those of others. The former are often among the sounder and older companies, though not always the most extensively advertised and, therefore, the most popular.

This difference in rates warrants consideration. What appears to be only a slight variation in the eventual return on a policy may amount to a sizable sum over a period of time. To illustrate: Company X, for a single-premium investment of \$1,000, will today at age 65 pay \$7.12 monthly for life. Company Y will pay \$8.03 monthly in return for the same \$1,000. The difference in return is 1.8%, or \$10.80 yearly. Thus, if you have invested \$30,000 with Company X, you are losing \$324 a year.

The current 2½% interest rate paid by many savings banks is causing physicians to seek more lucrative yet equally secure depositories for their savings. The

annuity is proving to be their answer. Not only does this guaranteed investment yield an average of 3½% when built up gradually, but it may be purchased with as little trouble as it takes to open a savings account.

Typhoid Spreaders

75% CAN BE CURED

FIIFTY-EIGHT New Jersey typhoid carriers, isolated or incarcerated in various parts of the state, may receive pensions if plans of the state health director, Dr. J. Lynn Mahaffey, materialize. When the state will not let them work, particularly at hand-

International



"TYPHOID MARY" MALLON
... caused an epidemic 30 years ago.

ling food, argues the doctor, the state should at least provide some means of livelihood.

Typhoid carriers bear almost

the social stigma of lepers, suffer the same indignities of state control. But unlike lepers they are healthy specimens of humanity, relegated through no fault of their own to lives of solitary indolence or restricted endeavor.

Practically all recent outbreaks of typhoid fever in this country have been attributed to careless or ignorant carriers. None has approached the serious visitation caused thirty years ago by "Typhoid Mary" Mallon, in New York; although three persons died this spring in Muncy, Pa., after having eaten from the kitchen of Mrs. Fulmer App. Just as in the case of Typhoid Mary, who persisted in handling food even though aware of her propensities, Mrs. App knew what a menace she was and was fined \$50.

Approximately 700 carriers are known and registered with New York State authorities. A few, including Mary Mallon and the lesser known Fred Morsch, are confined. If they would follow instructions and behave themselves they could be free, but sad experience has taught the authorities, if not Mary and Morsch, a bitter lesson. The others are checked regularly by state and municipal health officers to see that they engage in no food handling.

New York State boasts the discovery of the greatest typhoid carrier of all time, a New Jersey man. His name has remained secret through the years, but he was an amiable old dairy farmer from Camden. He supplied cream to Camden, and sometimes had two or three quarts left over that found their way to New York. In August, 1909, 409 cases of typhoid and 40 deaths, all

traced directly to him, were reported in Manhattan and the Bronx. He had had typhoid himself 46 years before, and was still bearing germ sacs. Dr. Charles Bolduan, of the New York City Health Department, finally tracked the man down and persuaded him that he was a menace. The old fellow brooded for two years over his plight, then died of a heart attack.

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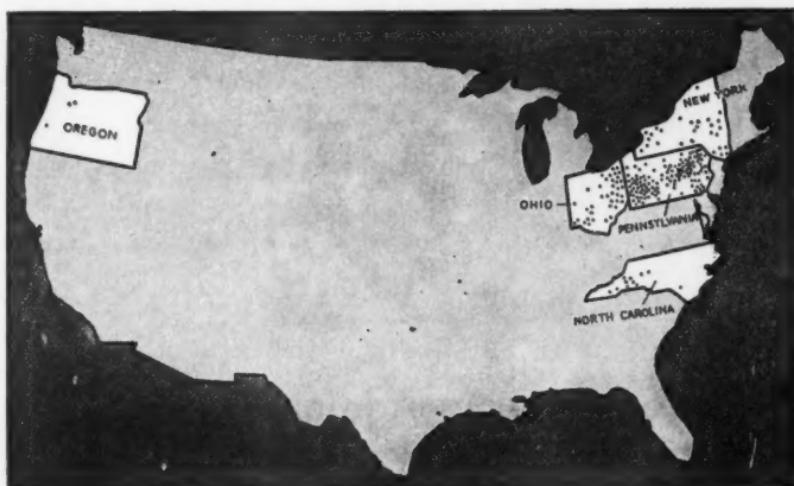
Last month detailed instructions regarding the care of carriers emanated from the New York State department of health. In the last fifteen years 91 carriers have had gall bladder operations, 11 for drainage, 80 for removal. Forty-two had their gall bladder removed primarily to cure the carrier condition; in the other operations removal was designed to relieve the disease.

The department's experience indicates that 75% of the carriers can be cured by removal of the gall bladder. The mortality in the group operated on was 15%; but with one exception the deaths occurred in persons over fifty, an apparent indication that due consideration must be given to the patient's age in considering the operation.

Special instructions are given that before each operation the district health officer must be notified, so that he may inform the surgeon in charge relative to the number of fecal and duodenal specimens required for the release of the patient. Specimens for the release of the carrier must be collected while the patient is in the hospital to make sure that the specimens are authentic. At least a part of each specimen must be submitted to the state laboratory for examination.

Location Survey

PART 4: NEW YORK—OREGON



FOLLOWING are 79 additional places where the ratio of population to physicians indicates enough available practice to support one or more extra doctors. Readers are cautioned to use this information only after digesting the explanatory passages which accompanied Part I of the survey in May MEDICAL ECONOMICS.

New York	Population	Physicians
Colonie	1,176	None
Depew	6,536	5
Dunkirk	17,802	13
East Rochester	6,627	5
East Rockaway	4,340	2
Elmira Heights	5,061	2
Great Neck Estates	1,738	None
Green Island	4,331	3
Hillburn	1,303	None
Irondequoit town	18,024	3
Lackawanna	23,948	19

	New York (cont.)	Population	Physicians
Little Falls	11,105	10	
Massena	10,637	8	
New York Mills	4,006	1	
North Pelham	4,890	None	
North Tonawanda	19,019	18	
Port Dickinson	1,902	1	
Rensselaer	11,223	8	
Scotia	7,437	5	
Sloan	3,482	1	
Solvay	7,986	4	
South Glens Falls	2,689	1	
South Nyack	2,212	None	
Stewart Manor	1,291	None	
Watervliet	16,083	12	
West Carthage	1,722	None	
Whitehall	5,191	4	
Yorkville	8,406	2	
	North Carolina		
Belmont	4,121	3	
Bessemer City	3,739	2	
East Flat Rock	1,062	None	
East Lumberton	1,111	None	
East Spencer	2,098	1	
Highland	1,514	None	
Kings Mountain	5,632	4	

North Carolina	Population	Physicians	Ohio	Population	Physicians
Longview	1,262	None	Mayfield Heights	2,612	1
Spindale	3,066	1	Miles Heights	2,042	None
Thomasville	10,090	7	Mingo Junction	5,030	4
West Hickory	1,706	None	New Boston	5,931	None
Ohio			Newburgh Heights	4,152	None
Arlington Heights	1,214	None	New Miami	1,289	None
Barberton	23,934	22	Newton Falls	3,458	2
Byersville	2,638	1	Niles	16,314	14
Campbell	14,673	5	North College Hill	4,139	3
Coal Grove	2,181	None	Reading	5,723	4
Deer Park	2,642	None	Sebring	3,949	3
Dennison	4,529	2	Shawnee	1,457	None
East Columbus	1,958	None	Sheffield Lake	1,256	None
East Liverpool	23,329	20	Solon	1,027	None
Fairfield	1,240	None	South Zanesville	1,278	None
Fairport Harbor	4,972	3	Strongsville	1,349	None
Fairview	3,689	1	Struthers	11,249	6
Girard	9,859	8	Warren	41,062	40
Grandview Heights	6,358	None	Wellsville	7,956	6
Independence	1,525	None	Oregon		
Lakemore	1,670	None	Gladstone	1,348	None
Lyndhurst	1,922	None	North Bend	4,012	2
Maple Heights	5,950	2	West Linn	1,956	None



U. S. Fights Drug Addiction

28 STATES LACK ADEQUATE MEANS OF ENFORCEMENT...UNIFORM LAW SOUGHT

THE first federal narcotic farm in the U. S., a four-million-dollar plant at Lexington, Ky., has recently been opened. There the government will segregate 1,400 addicts, and will shortly have another farm at Fort Worth, Texas, ready for occupancy.

Dedicated by Dr. Hugh S. Cumming, Surgeon General of the U. S. Public Health Service, the Lexington plant is described as a center of treatment, education, industry, and rehabilitation. It has all facilities to make it self-sustaining, and covers eleven acres in the middle of a rich farming area.

Four classes of addicts will be

received: those convicted of violating federal laws; convicts who have completed their prison sentences; offenders on probation; and voluntary patients.

Thus the first step has been taken in the federal government's effort to segregate addicts. Prison has been demonstrated to be almost valueless as a "cure"; it is, in fact, often worse than no segregation at all because of the forced contacts made within the walls between addicts and non-addicts.

Furthermore, the penological aspect of prison, or prison as a deterrent influence upon addicts, is practically non-existent. Federal surveys have shown that

drug users are the most constant repeaters in federal jails.

Proper segregation in healthful surroundings, as in the Lexington and Fort Worth plants, has been the government's aim for years. Bad associations and mingling with addicts have long been known as the largest single cause of new drug addiction. With the old offenders removed from society until their cures are effected, it is hoped there will be a noticeable decrease in new addicts.

Federal authorities discount the child-addiction scare. The habit is too expensive, they argue. It is a rare high school student who can pay \$3 daily for the pleasures of drug indulgence. The junior addict's actions in his own home, moreover, would almost certainly arouse his parents' suspicions, and he would be detected by the family physician with little difficulty.

While the United States progresses noticeably in its fight

against the drug evil, international cooperation has likewise effected a marked advance. The League of Nations narcotics treaty, effective now for two years, has thirty-seven nations including the United States as adherents. It limits the manufacture of drugs to legitimate needs, and regulates their distribution.

Coincidental with the government's efforts toward segregation, state legislatures throughout the country have been considering for the past year a uniform narcotics act which will make state laws as stringent as federal, and take the burden of enforcement from Washington.

About twenty states, in the opinion of federal narcotics officials, have adequate enforcement laws. They include California, Florida, Illinois, Michigan, Montana, Nevada, New Jersey, New York, Pennsylvania, and Wisconsin.

The effect of the League of Nations pact, according to authorities, has been to focus attention



Acme

Main auditorium and administrative offices of the government's new \$4,000,000 narcotic farm near Lexington, Ky. The plant covers a 1,000-acre tract.



WELL-DEFINED EFFECTS in ARTHRITIS

BY alleviating pain, reducing swelling, increasing motility, Farastan has won for itself a definite place in anti-arthritis treatment.

Farastan combines the absorptive and alterative effects of nascent iodine with the analgesic and sedative action of cinchophen.

There is an extensive file of published clinical evidence which we will be glad to send you, together with a full size package of 48 capsules, each $3\frac{3}{4}$ grains, for a test.

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(Mono-Iodo-Cinchophen Compound)

The Laboratories of THE FARASTAN COMPANY
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on illicit factories. Leaks from legal manufacturing plants, since the last League convention, have become increasingly rare, with the result that illicit factories have sprung up to fill the demand.

Even so, there has been a noticeable decrease in the supply of illicit narcotics throughout the world, and particularly in the United States. Here customs and enforcement officials, partly because of the repeal of prohibition, now have more time in which to concentrate on the drug traffic.

Current fashions in drugs favor heroin as against morphine. Government experts say that Eu-

rope is the chief source of manufactured drugs sold on the Eastern seaboard, in the South, and in the Middle West. Japan and China are supposed to be supplying the Pacific coast, Hawaii, and the Philippines.

The Federal Bureau of Narcotics has an annual budget of \$2,000,000 and employs 389 persons in office and field work. It was created five years ago, primarily to deal with violators of the tax laws on drugs and their manufacture. Customs agents cooperate to check smuggling, a highly profitable business in view of the \$300 import tax on each pound of opium.

Hospital Insurance Urged

NEW YORK PHYSICIANS SAY IT ENCOURAGES PROMPTER SETTLEMENT OF MEDICAL BILLS

MISS Anna Goodman, saleswoman in Ohrbach's department store, Manhattan, was confronted with the necessity of an emergency operation. She entered Israel Zion Hospital, Brooklyn, remained two weeks, received hospital services worth \$106.50, and returned home after having paid \$2.60 in complete settlement of her bill.

Miss Goodman was not a charity patient. One week before her incarceration she had given her \$2.60 as the first quarterly payment (including carrying charge) in subscribing to New York's new group hospitalization scheme. She might have remained a week longer without additional cost. She was the first to benefit by

the new service, which has spread rapidly North, East, and West since Dallas, Texas, began it five years ago.

Manhattan's system claimed its 10,000th member last month in the person of Dr. Walter Granger, explorer and curator of fossils at the American Museum of Natural History. More than 127 hospitals have been enrolled in the New York metropolitan area.

Other cities operate similar though not identical plans. Rochester, New York, charges only \$7.80 for the annual subscriber, compared with New York's \$10. Rochester also asks only 35 cents monthly for the first dependent, and 30 cents for the children. Manhattan's cash fee is a straight

NASAL and OCULAR INFECTIOnS

after diving and swimming

SWIMMING and diving are responsible for a large proportion of nasal infections observed at this time of year. The action of the water itself, combined with the nose-blowing and expectoration of the swimmer, tends to loosen and denude the protective mucus from the nasal mucosa. Bacterial organisms thus enter and infection ensues, which may and often does extend to the deeper structures.

Since the introduction of the Argyrol pack (10 per cent solution) by Dowling, this practice has become standard treatment for nasal and sinus infections throughout the world. The excellent results thus attained are due to the fact that Argyrol not only is antiseptic but also detergent and mildly astringent, thus promoting local decongestion and healing of the infected air-ways.

"Pink-eye" and similar eye inflammations resulting from swimming and bathing, also make a rapid response to Argyrol therapy.

The new Argyrol tablets offer a great convenience in the doctor's office, in the operating room and at the bedside—wherever, in fact, a fresh, potent solution is quickly desired. Drop 4 tablets in one-half ounce of water and in a few minutes you have a 10 per cent solution; other strengths in proportion. The use of these tablets insures accuracy, purity and genuineness.

To be sure of better results, be sure you use *Argyrol*.

NOTE: We have just completed a series of three booklets covering the fields of (1) otorhinolaryngology, (2) ophthalmology, and (3) urology and gynecology, which describe the best methods of employing Argyrol. These booklets represent the consensus of expert medical opinion as expressed in literature and clinical teachings over a period of 30 years. Any one or all three will be sent free to any physician on request.

**A. C. BARNES COMPANY
(INCORPORATED)**

Sole Manufacturers of Argyrol and Ovoferrin
New Brunswick **New Jersey**

"Argyrol" is a registered trade-mark, the property of A. C. Barnes Co. (Inc.)

ten dollar bill for each individual. The total monthly cost to a Rochester mother, father, and children is \$1.30. Rochester members away from the city and hospitalized receive \$5 daily for 21 days.

Elizabeth, New Jersey, has a more extended system, it was announced recently. Subscribers are guaranteed payment of hospital bills in any legally incorporated, non-profit hospital in the United States or Canada, should hospitalization elsewhere than in Elizabeth be necessary or desirable. It allows whole families to enroll for \$24 annually, regardless of the number of children. Members may be employed or not. They receive a 25% reduction if they are hospitalized more than three weeks, the first three weeks' care being equalized by the annual fee. Subscribers needing laboratory examinations pay only 50% of the cost.

An outside hospital caring for an Elizabeth subscriber is paid \$6 daily for the first three weeks, and \$1.50 for each additional day up to seven weeks. Last year the plan had more than 2,000 subscribers, according to Edward A. Tracy, manager.

Dr. J. F. Kimball, of Dallas, Texas, originator of the group hospital idea, predicted last month

that many New York subscribers would come to look favorably on the let's-spend-the-weekend-in-the-hospital idea.

In Jacksonville, Florida, St. Luke's Hospital is beginning its third year under the group hospitalization plan. Other cities which have adopted the plan are Los Angeles, Cleveland, Washington, Boston, Newark, Indianapolis, San Francisco, Houston, Denver, Kansas City, and New Orleans.

Subscribers the country over defy classification as a group. In Rochester legal offices and commercial firms have raced to enter the largest groups first. Elizabeth lists a large percentage of individuals in the low-income brackets, probably because unemployed persons are accepted as readily there as their more fortunate neighbors. Manhattan's 10,000 take in every conceivable employed group, with a preponderance in the white-collar class.

The prepay system in actual operation has been endorsed by numerous physicians. Ninety in New York published a recent statement estimating that widespread adoption of the plan would result in prompter and more complete settlement of doctors' bills.

ANAYODIN

Iodoxyquinolinsulphonic Acid

This positive amebicide has simplified
the treatment of Amebic Dysentery.

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*In Your
Next Burn
Case . . .*



Use this Soothing Antiseptic Dressing

HEXYLRESORCINOL SOLUTION S. T. 37 is especially indicated in the treatment of Burns and Scalds. It is soothing, rapidly germicidal and non-toxic. When applied to infected tissue surfaces, it destroys vegetative bacteria on less than 15 seconds' contact. It rapidly penetrates microscopic crevices of wound tissue.

In Burns and Scalds, cover the affected area with a layer of gauze saturated with Hexylresorcinol Solution S. T. 37, and bandage lightly to keep in place. Keep the dressing wet with full-strength solution.



In a short time, the pain and burning will subside. Leave the dressing on for 24 hours. Then note how dry, clean and relatively *insensitive* the affected area has become.

Continue the use of the wet dressings until healing starts . . . usually less than 24 hours in superficial burns . . . longer in more serious cases. Then use dry dressings, simply moistening the denuded area with Hexylresorcinol Solution S. T. 37 daily to prevent infection.

Hexylresorcinol Solution S. T. 37 is supplied in 5-ounce and 12-ounce bottles.

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HEXYLRESORCINOL SOLUTION S. T. 37

(*Liquor Hexylresorcinolis 1:1000, S & D*)

Investment Highlights

By FRANK H. McCONNELL

HANGING in the office of a New York banking economist, whose opinions on fiscal policies are respected by United States Treasury officials and members of the Federal Reserve Board, is a chart showing the rise and fall of American business over the past three quarters of a century.

A noteworthy feature of this graph is the consistent evidence it furnishes that every boom era since 1850 has been preceded by a period of extreme stagnation in which the nation's supply of idle money has gradually but unremittingly increased. The indicator which points the trend is to be found in the current weekly reports of excess bank reserves which, in effect, represent wasted or unused energy, because idle deposits are drones which create no profit for either business or banking.

Today, the total of excess reserves is the highest on record. If history is a safe criterion, the United States now stands on the threshold of its greatest boom period. Only a few remaining uncertainties, mainly of a political nature, appear to be holding back capital which is anxiously awaiting an opportunity to go to work; for while capital is cowardly it is also restless and chafes under the restraint of continued inactivity.

"The nation's credit base, on which business expansion can be predicated, is stronger today than

ever before," said the economist last month. "It is much stronger than it was in the 1924-29 period which saw the last great boom, and can support an even greater upturn of business now than it did then. Once business starts upward, and there are indications that it definitely has started, the task of government and banking will be to keep it in line; not to stimulate it."

If the foregoing comments can be relied upon, moderate purchases of stocks are now in order. A bull market may not develop this year; still, there are indications that important investors are again buying stocks—cautiously, moderately, but none the less consistently.

Trust Fund Purchases

The mid-year statements of leading investment trusts show most of them hedging against inflation, be it credit or printing-press inflation. Consequently, a fixed income, as furnished by bonds, while giving the assurance of dependability, has one important drawback: As prices rise, each dollar of income will buy less in goods and services than before. Stocks, on the other hand, respond quickly to inflation, and their owners enjoy the double speculative benefit of higher prices and extra dividends.

In scanning the list of hedge stocks into which investment

trust funds have been placed, it is noteworthy that the steel, motor, farm implement, and commodity stocks were bought. For the purpose of safeguarding himself against inflation, we believe a holder of bonds would do well to follow the lead of the trust fund guardians. In this connection, we would not overlook the possibilities for price enhancement offered by the shares of companies engaged in the building industry.

Sulphur Shares Look Good

Natural resource stocks are those most highly favored for purchase in the face of inflation possibilities; but great care must be taken in the matter of selec-

tion. Not all shares of this category can be expected to rise with equal rapidity. Inflation, alone, will not send them skyward.

Primarily, competitive conditions should determine the attractiveness of stocks in this group. Because sulphur, which is an important natural resource, is in limited supply, unlike oil and copper, we believe that restricted purchases of the sulphur shares is in order. The oils and coppers have disappointed to date, and it seems quite probable that they will continue to lag for some time to come.

Watch the Motors

An interesting indication of improved conditions in the auto-



"A powerful stimulant is being administered to the building industry."

mobile industry has been furnished by the Department of Commerce in its mid-year statistics covering the dollar volume of retail financing for automobile purchases. The aggregate volume of such financing for the first six months of this year was 21 per cent over the corresponding period of 1934 and 121 per cent higher than for the same six months of 1933. In June, the increase amounted to 1.4 per cent over May and 1.5 per cent over June of last year.

At present, the industry is at low ebb, due to seasonal influences. It is quite probable the shares of leading motor companies will lag for a few weeks, but purchases in advance of the autumn manufacturing season seem justified. With conditions favorable, the motors usually start to perk up two or three months in advance of the early January automobile shows.

\$15 Billion for Replacements

Nearly all economists, whether New Dealers or of the orthodox school, agree that America's big job now is to stimulate activity in the heavy goods industries. There are indications that this is slowly being done. Orders now reported on the books of one of the large car and foundry companies total about \$15,000,000. This compares with \$9,000,000 one year ago and about \$600,000 the previous year.

Much of this improvement has resulted from railroad purchases of more modern equipment, a considerable part of it motorized. How badly the railroads need new equipment is shown in a recent authoritative estimate which revealed that 22.1 per cent of all railroad cars now in use are more than 25 years old, 42.9 per cent

more than 20 years old and 60.7 per cent more than 15 years old.

Equally promising is the prospect that companies manufacturing plumbing, radiators, furnaces, and other equipment for new buildings are receiving many more orders today than a year ago. A leader in this field reports for the first half year an increase of more than 40 per cent in its sales. Much of this new business has come from the residential building industry, and still better results are forecast for the second half year.

For the nation as a whole it is estimated that \$15,000,000,000 of replacements—new machinery, new equipment of all kinds, and other products necessary for the modernization of now obsolete manufacturing plants—must soon be cared for. A start in that direction appears finally to have been made.

Except, however, for those companies which supply equipment to the building and allied fields, it is unlikely that spectacular gains in earnings will be shown this year. Accordingly, we would withhold purchases of equities in those companies engaged in the heavy goods industries that lie outside the building field. A powerful stimulant is being administered to the latter industry, however, because of government efforts to stimulate home building as well as public improvements of many kinds.

An Era of Refunding

During July, approximately \$1,400,000,000 of outstanding bonds were called in for payment. This work was done primarily through the issuance of new bonds bearing lower interest rates, which were exchanged for the

[Turn the page]

higher coupon bonds than outstanding.

The United States Government retired \$599,000,000 Panama consols; and the government-sponsored Federal Land Bank and Home Owners Loan organizations retired, respectively, \$269,000,000 and \$25,000,000 of outstanding securities.

But of even greater significance was the fact that industrial, public utility, and railroad companies were able to call for payment before they were due a total of \$400,000,000 of bonds. In a great majority of cases, these bonds, bearing 5 per cent interest rates or higher, were replaced by bonds having a 3½ to 4 per cent coupon rate. In the case of Pacific Gas & Electric Company, for instance, outstanding 5 per cent bonds were replaced by 3½ per cent securities, effecting an annual saving to the company in interest charges of \$950,000.

Not only did the market quickly and enthusiastically absorb these new offerings of low interest rate securities, but in a number of instances premiums were bid up on the bonds. An offering of Cleveland Electric Illuminating Company 3¾ per cent bonds, placed on the market at par, advanced within a few hours to a

premium of 2½ points, or \$25 per \$1,000 bond.

In view of this trend, which as yet shows no signs of slackening, we believe it is sound policy to continue to hold high-grade corporate bonds, although we would watch closely for signs of inflation; in which case a rapid shift into common stocks would be in order. At least 70 to 75 per cent of present bond holdings, assuming their interest payments are not in danger, should be retained.

Department Stores Vulnerable

When the Supreme Court administered the death potion to the National Industrial Recovery Act, department stores were among the first business institutions to take advantage of the removal of price curbs. On the day following publication of this important news, two leading New York City department stores announced special sales of cigarettes at prices well below cost. A bitter struggle ensued, scouts reporting every few minutes what the prevailing quotation was at the other store, until finally the price of a carton of popular cigarettes was hammered down to 69 cents.

The purpose of making this bargain offer, of course, was not to lose money, but to attract cus-

ACTIVIN

A nonspecific foreign protein
particularly useful in Arthritis.

1 cc. ampules. 10 cc. and 25 cc. bottles

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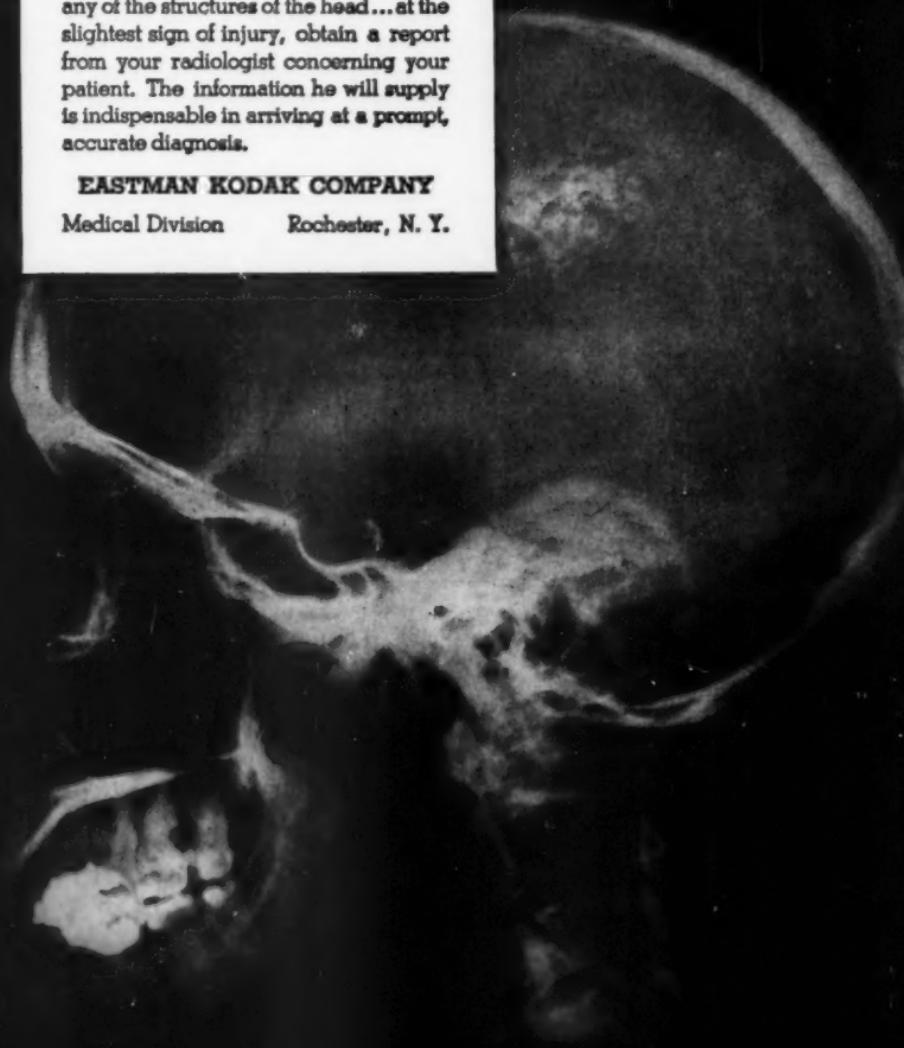
Graphic diagnostic information as shown below can be obtained only through x-ray examination. This radiograph not only confirms the presence of a tumor, but shows its location. Radiographic studies of the head are invaluable also in all injuries and in diseases affecting the

Sella turcica Nasal sinuses
Mastoids Pineal body
Optic canals

At your first suspicion of disorder in any of the structures of the head...at the slightest sign of injury, obtain a report from your radiologist concerning your patient. The information he will supply is indispensable in arriving at a prompt, accurate diagnosis.

EASTMAN KODAK COMPANY

Medical Division Rochester, N. Y.



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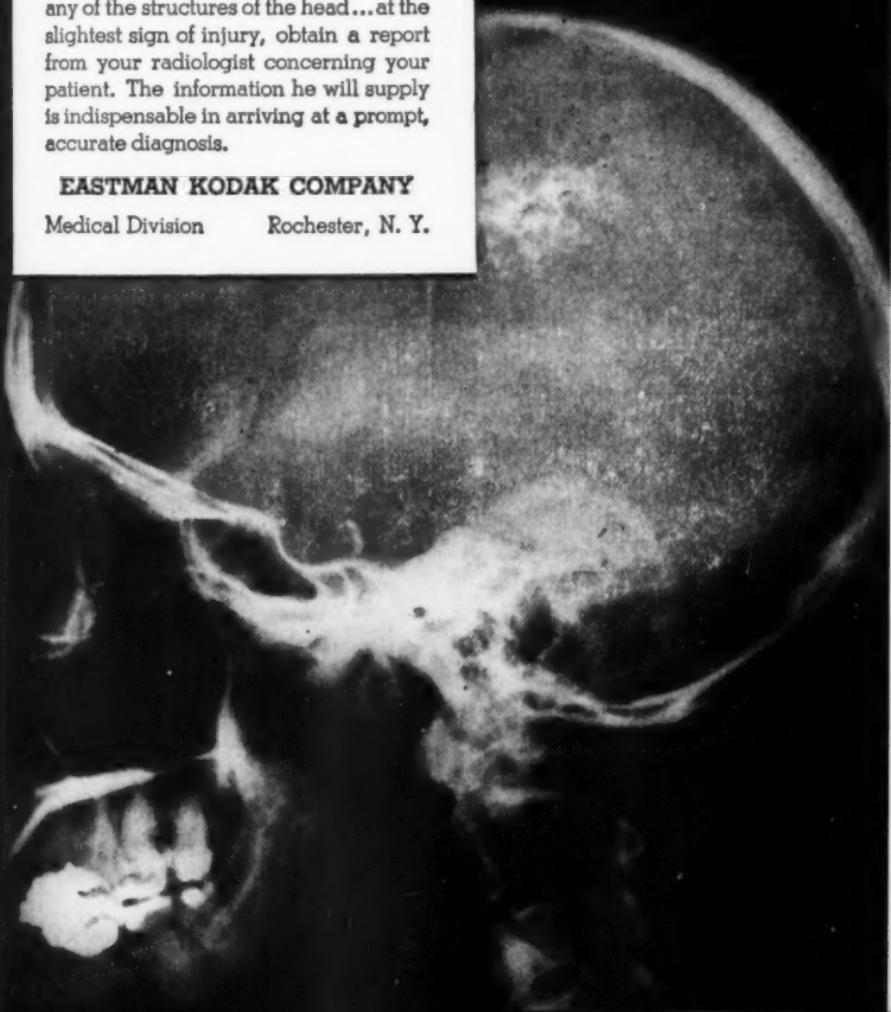
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tomers on the well-tried theory that persons drawn into a store to buy a special article at low price would remain to purchase other articles; that the profit on the latter purchases would more than compensate for loss on the bargain sale. Just how well this supposition will work out, in terms of actual net profits, remains to be seen.

This point is worth remembering in view of figures which indicate that department stores experienced a marked improvement in sales during July. Some New York stores reported their July business as being 3 to 10 per cent higher than a year ago, while in other sections of the country gains of as much as 20 per cent were observed.

It appears distinctly probable, however, that much of this gain was the result of sharp cuts in prices following emasculation of NRA codes.

Consequently, we are not sanguine over the prospects of any material improvement in the actual net earnings of the department stores. Until a true line can be obtained on this point, we advise a hands-off policy with regard to the securities of the large chain organizations in this field.

Legalizing Lotteries

NEW DAY PROMISED FOR AMERICAN HOSPITALS

HEADED by Mrs. Oliver Harriman, Manhattan theatrical and social leader, a new organization has appeared on the horizon, whose success, it is hoped, will raise American hospitals to a new prosperity level.

The National Conference on Legalizing Lotteries, recognizing that \$200,000,000 for lotteries leaves American shores annually to benefit charities in Canada, Ireland, France, and Luxembourg, proposes to satisfy the country's instinct for gambling and simultaneously keep the money at home. National legislation is needed, and has already been introduced by Representative Kenney from New Jersey.

Mrs. Harriman, formerly identified with the aggressive and successful women's movement to repeal prohibition, plans a spirited country-wide campaign to back the Kenney bill. Howard Chandler Christy has created a poster, and the National Conference is even now engaged in a contest to match the painting



the dependable urinary antiseptic
CYSTOGEN

Methenamine in its Purest Form

Many doctors habitually indicate Cystogen where there is a possibility of infection from instrumentation or operative procedure. Cystogen, by causing the urine to become a dilute solution of formaldehyde, checks bacterial activity without causing renal or vesical discomfort. In 3 forms: Cystogen Tablets; Cystogen Lithia Tablets; Cystogen Aperient. Write for samples.

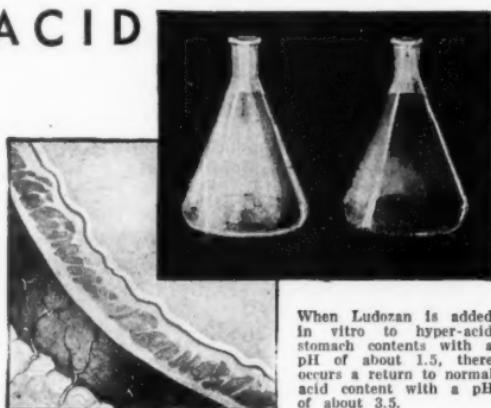
CYSTOGEN CHEMICAL CO., 882-3rd Ave., Brooklyn, N.Y.

Doubly beneficial . . .

LUDOZAN*

THE LONGER LASTING
ANTACID

PHYSICALLY—The film-like layer formed by Ludozan acts as a barrier to protect the stomach from chemical or physical irritation.



CHEMICALLY—Ludozan provides a prolonged antacid action which modifies excessive stomach acid.

When Ludozan is added *in vitro* to hyper-acid stomach contents with a pH of about 1.5, there occurs a return to normal acid content with a pH of about 3.5.

Ludozan does not interrupt enzymatic action. It does not cause diarrhea, constipation or alkalosis. There is no rapid return to hyperacidity as with most other antacids. The fine, white powder acts to soothe the mucosa. Healing processes then occur in a natural way.

Convenient separate prescription envelopes—Ludozan (and Ludozan with Belladonna, containing 0.5% of Belladonna for more persistent cases) are supplied in cans containing 21 separate envelopes, each a ready-to-use measured dose of one teaspoonful.

COMPOSITION

Ludozan is an insoluble aluminium silicate containing about 12% of soluble sodium silicate.

*Reg. U. S. Pat. Off.

FOR USE IN

Hyperacidity or ulceration of the stomach and wherever a reliable agent for control of stomach acid is needed.

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The coupon will bring you a clinical sample and literature.



SCHERING CORPORATION BLOOMFIELD, NEW JERSEY

Please send me samples and literature on Ludozan.

..... M.D.

Street and Number.....

City..... State.....



ME-8

with a winning slogan.

Irish and Canadian hospitals, says Mrs. Harriman, are now regarded as the finest in the world and it is largely through lottery tickets sold in America that they have become so. Her wish is to make American hospitals their equal.

With due respect for American standards of morality, the Kennedy bill would limit the grand prize to \$120,000.

Aside from the anticipated success of the lottery idea, however, American hospitals have anxious times ahead. A recent A.M.A.

over 1933. One out of every eighteen Americans entered a hospital in the course of the year.

One bright spot appeared last month with a report from the United Hospital Fund of New York that there is an increased demand for private rooms in voluntary hospitals. Homer Wickenden, general director, says 52% of the rooms are occupied today, as against 42% six months ago. He called the increase timely because of rising food and supplies' prices, adding that hospitals have been able to pare expenses only fifteen per cent from the 1929 peak.

Wide World



Mrs. Oliver Harriman, president of the National Conference on Legalizing Lotteries, shown with James J. Braddock, world's heavyweight boxing champion, at Jack Dempsey's Restaurant in New York City. Braddock purchased several subscription books in connection with the organization's 100,000 membership drive.

survey showed that 103 hospitals passed out of existence last year. There was a record total of 218,000 idle beds, while patient days gained more than seven million

New York City plans the biggest United Hospital Fund campaign this fall in history. Its goal: \$9,440,000, as against \$5,000,000 in 1934.

Merger in Medicine

By REXWALD BROWN, M.D., Santa Barbara, California

THE old conception—one doctor for one patient—and the traditional system of medical practice based upon that idea is, in my opinion, fading. Real advances in medicine will consist in the integration and cooperation of specialists.

Growth of sound medical practice must be judged by the objectives set. I cannot see that group practice veers from the profession's original purposes of "the distribution of sympathy and understanding to those in sorrow, need, and sickness."

•

It would be presumptuous of anyone to attempt to outline a form of organization or a policy of operation for a private group practice that could be called "best." Local conditions demand differences in plans and operation.

But, as our own clinic group has had a steady growth through more than fifteen years, and now has a staff of 37 medical and lay members, we feel that it has successfully met the needs of our community. So, for what value our experience may have to those interested in the growth of group practice, I am glad to sketch it in the following paragraphs.

Our organizing group consisted of three doctors. It grew from the war experience of one of the group, which convinced him that

the principles of medical cooperation in the army could be carried out in civil life.

A local business man agreed to erect a clinic building which was leased to the group for a period of ten years. The three founders formed a legal partnership, but no cash capital was required. Professional equipment and furniture were pooled as the only capital assets.

Four young specialists were brought into the group on a salary basis, but it was considered advisable to term them associates rather than assistants and to make their compensation a drawing account instead of a salary. Medical men definitely object to being known as employees.

Two nurses, two technicians, and two lay employes completed the staff.



Fifteen physicians—Dr. Brown one of them—cooperate in the conduct of a model group practice: the Santa Barbara Clinic. The policies that have made it a model and given it nationwide recognition are described here for the benefit of others who contemplate or are now engaged in this form of private medical practice.

Although control remained in the hands of the three original partners, an administrative head was elected. He also served as president of a separate holding company in which the assets of the group were vested.

Time has proved this a wise step, for leadership has been essential to continued stabilization of the group's purposes. This leadership I can best define as the instrument of decision based on judgments of the associates who are consulted individually and collectively by the administrative head.

•

As time passed and the group grew in activity and in the number of its associates, a governing board was evolved as the most satisfactory instrument to carry on the policies of the founders.

Financial matters are supervised by a business manager, but he has no voice in the establishment of the professional policies of the organization. A member of the Merchants Credit Association, he interviews new patients and checks on their estimates of

their financial standing. He determines fees which are on no regular schedule but in accordance with the ability of each patient to pay.

Under this system, the clinic's collections over fifteen years have averaged 89 per cent of fees fixed by the business manager. Each patient receives an itemized statement the first of each month.

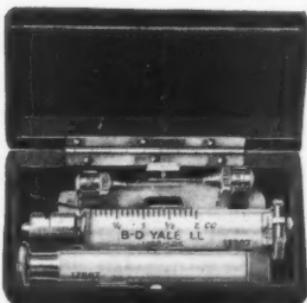
The business manager does not solicit business for the group. He has been told that his duties are to prevent waste of the monies received and to talk with delinquent patients. Our files show 3,500 patient visits a month.

The present staff includes 37: fifteen doctors, one dental diagnostician, nine nurse technicians, and twelve employees. The doctors are specialists in internal medicine, chest diseases, cardiology, metabolism, general surgery, urology, orthopedics, proctology, obstetrics, gynecology, pediatrics, and eye, ear, nose, and throat. Also, there are departments of physiotherapy, diagnostic x-ray, and clinical laboratory diagnosis.

The clinic building, two stories,

B-D BAKELITE CASE

NEW STANDARD CONTAINER AT NO COST • COMPACT • CONVENIENT



When two B-D needles are purchased with any B-D 1½ or 2 cc. regular syringe, 2 cc. Luer-Lok syringe or any B-D short type insulin syringe, this new black Bakelite container is regularly supplied. You pay for syringe and needles only. The case costs nothing.

Needles, plunger and barrel are held separately on removable metal tray which permits sterilizing of contents all at once. The wide opening top with strong riveted metal hinge affords easy access to the contents.

B-D PRODUCTS

Made for the Profession

TECTON, DICKINSON & Co., RUTHERFORD, N. J.

Treat Constipation *more efficaciously* with TAXOL

Combining three ingredients—extract of the intestinal glands, biliary extract and agar-agar, the action of Taxol tablets simulates to a large extent the normal functions of the intestinal secretions, thus bringing about the re-introduction of normal bowel movements.

Dosage: One to six tablets daily before meals or before retiring; swallow without chewing; begin treatment with two tablets—increase or decrease as necessary.



Taxol is non-habit-forming. Following the administration of Taxol, there is no cramping, griping or nausea.

LOBICA LABORATORIES, Inc., 1841 Broadway, New York

SEND FOR FREE CLINICAL SUPPLY
LITERATURE & REPRINTS TODAY



Gentlemen: Please send clinical sample of Taxol and literature.

M. D.

Address _____

City _____ State _____

has 16,000 square feet of floor space. There are 80 connecting offices.

The financial set-up of the group has changed as new associates were added. To these associates the three original partners have turned over 49 per cent of their 100% interest in the assets of the clinic (composed of accounts receivable, checking and reserve bank accounts, office equipment, and furniture). The proportionate share of each partner is carried on the books as a security to which he or his family is entitled in case of death, total disability, or retirement because of the 60-year age limit.

The reserve account is derived from the excess of profits over the partners' drawings and expenses of operation. Of these profits, 24 per cent is paid into an expansion fund which is used to establish an interest in the group for future limited partners.

Selection of partners is done with care. Each new associate must be firmly grounded in the collective psychology of the group. Final decision as to admission to the group is made by the governing board after a probationary period of three years. This board also determines the amount of compensation and,

upon acceptance as a partner, the amount of his interest in the group. This comes from the expansion fund.

The bases of fixing the interest of new partners are age, years of experience, industry, skill, judgment, cooperative spirit, contributions to original research, papers read before medical societies, loyalty to the group and its members, and the confidence of patients and the public in each doctor.

If this seems rather a long list, it is justified by our experience that members of the group must demonstrate adaptability to collective medicine if the work of the organization is to be stabilized and extended.

So much for our basic set-up. In operation we feel that we have escaped one complication that seems to have disturbed some private group clinics. That is the animosity of outside physicians. Patients referred to us for examination are referred back to their doctors with a letter; or a telephone conversation is held. We think this has been the means of avoiding ill-will and has carried the conviction that our group is not attempting to defeat the individual practitioner.

Our group has demonstrated,

VISCUM ALBUM PLUS

The value of Viscum album for relieving hypertensive headache and vertigo has been proved by many investigators (O'Hare and Hoyt 1928, Barrow 1930, Danzer 1934). Hepvisc contains Viscum album reinforced by hepatic and insulin-free pancreatic extracts.

Hepvisc produces remarkable relief of hypertensive headache and dizziness and prolonged reduction of blood-pressure. Dosage is 1-2 tablets t.i.d., $\frac{1}{2}$ hr. a.c. Supplied in bottles of 50 or 500.

HEPVISC

Samples On Request

Anglo-French Drug Co. (U.S.A.) Inc., 1270 Broadway, New York, N. Y.

If you are interested in ALLERGY DIETS

Here's the way to save yourself and your patient time, trouble and serious mistakes!

No director of diets needs to be told that wheat, eggs, and milk are the three most common offenders among foods which cause disturbances. Certainly they are the most difficult to eliminate completely because they are so widely used as ingredients in many common foods.

For instance, how many patients can be expected to know that rye bread contains wheat—that egg white is used in making many baking powders—or that oleomargarines are often churned in milk?

Realizing the many difficulties confronted in such diets—we have, with the help of specialists in food allergies and dietetics, compiled a booklet of diet lists. This booklet, which has been highly complimented by members of the medical profession, gives complete lists of allowed and forbidden foods for patients sensitive to wheat, milk, eggs, or a combination of all three. Copies of this booklet for distribution among your patients will be sent without charge.

When you examine this booklet you will find Ry-Krisp recommended frequently in the approved menus. These wafers are perfectly safe—because they're simply flaked whole rye, salt and water. Moreover they're so delicious that patients welcome them at any meal. Use the coupon below for samples of Ry-Krisp Whole Rye Wafers and Allergy Diet Booklets.

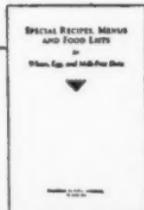


**RY-KRISP
WHOLE
RYE
WAFERS**

HALSTON PURINA COMPANY, Dept. ME
435 Checkerboard Square, St. Louis, Mo.
Without obligation, please send me samples of Ry-Krisp
and Allergy Diet Booklets.

Name _____

Address _____ City _____
(This offer limited to residents of the United States and Canada)



we believe, that a thorough and economical service can be rendered through our facilities and staff, and at a reasonable figure. Patients like to come to an organization under one roof.

Cases are referred quickly from one doctor to another, but one of the group is always maintained as the patient's personal adviser or "family physician" and retains direction of the case. This control is not permitted to prevent reference to another of the group who may be better equipped to deal with the condition.

What group practice amounts to, really, is an expanded consultation service. It is not a new idea. It has been used by individual doctors and exacted by patients for centuries. Group practice simply makes consultation easier and more economical.

From the standpoint of the medical man, private group practice gives a greater assurance of a fair compensation, which the members can exact from the group. Actuarial studies demonstrate that only five out of a hundred men are financially independent at the age of 65, and this includes doctors. The insurance

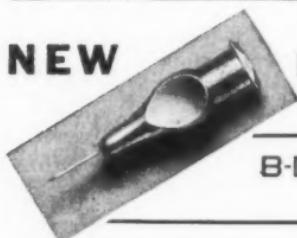
that each of the partners of the group has in the assets is some correction of the danger he might face as an individual.

Analysis of our position indicates that each doctor of the group, in proportion to his age and years of practice, has accumulated fully as much as the individual physician in his community. And although there has been a reduction during the economic depression, each member of the group has received a monthly check.

There are, of course, many problems that must be met and overcome in the establishment of a private group practice. It is no easy task to evaluate the services of the members of the group. The problem becomes serious as to the older partners. Questions arise as to relative values in such intangible things as prestige, influence, guidance, and income producing capacities. It is a task to strike a balance between members and to make the necessary adjustments in the cases of older members whose activities are on the wane.

We met the situation by setting the retiring age at 60, permitting

NEW



**B-D
INTRA-DERMAL
NEEDLE**

B-D PRODUCTS

Made for the Profession

Ideal for allergic work. A tapered hub needle which permits insertion of needle parallel to skin surface. This B-D Erusto Needle, of Firth-Brearley Stainless Steel, resists rust, is flexible and strong and takes a sharp point.

No. 55½LNE, 25G $\frac{1}{4}$ " or 5/16", per doz. \$2.00

Syringes for Intra-Dermal Injection

B-D Tuberculin Syringes with blue plungers, are made in three capacities, all graduated in 1/100 cc. to facilitate accurate small dosage.

No. ¼ LT, $\frac{1}{4}$ cc. in 1/100 cc. each \$2.25

No. ½ YT, $\frac{1}{2}$ cc. in 1/100 cc. each 2.25

No. 1 YT, 1 cc. in 1/100 cc. each 1.75

B-D Vaughan Allergic Syringe, also used for Schick, Dick and Mantoux tests. Blue plunger. Capacity 1 cc. Graduated in 1/100 and 1/20. No. 1 YT each \$1.75

TECTON, DICKINSON & CO., RUTHERFORD, N. J.

Camera shows solid foods yield more nutriment when they are Homogenized

(Photomicrographs at right
show 100 times magnification)

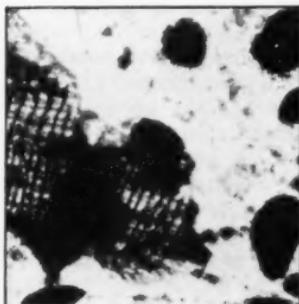
Leading pediatricians agree that the infant's milk diet must be supplemented early in life with solid foods to protect against nutritional anemia.

The problem has been to prepare solid foods so that they may be easily and completely digested by the infant.

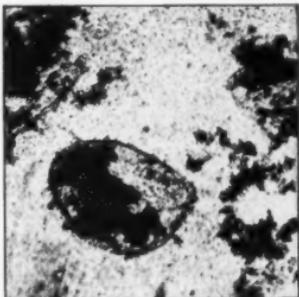
Laboratory and clinical evidence now indicates that Libby's special method of homogenizing vegetables, fruits, cereal and soup not only makes these foods far easier to digest than strained foods, but also *yields more nutriment*.

Libby's homogenizing process completely breaks up the cellulose wall that surrounds food cells. All nutriment is quickly available for immediate digestion. The greater iron potencies of homogenized foods over strained foods have been demonstrated in comparative assays.

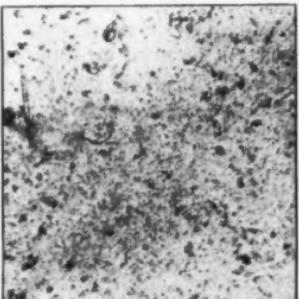
Doctors are invited to write for a complete report of this research and for samples of Libby's Homogenized Foods. Address Libby, McNeill & Libby Research Laboratories, Dept. 8-ME, Chicago.



Stool of normal infant fed home-strained vegetables. Note whole food cells containing undigested nutriment, indicating loss of valuable minerals and vitamins.



Stool of normal infant fed commercially-strained vegetables. Here, also, undigested nutriment remains, representing valuable food elements lost to the infant.



Stool of normal infant fed Libby's Homogenized vegetables. No undigested nutriment remains. Better utilization of all food essentials is apparent.

Libby's
Homogenized
FOODS FOR BABIES

a retiring member to be retained on a monthly compensation basis because of the possible value of past experience. But in any event he has the assurance of his accumulated interest in the assets of the group.

Several miscellaneous points come to mind, prompted by questions which those interested in our organization have asked:

Is prepayment medical service given? No. But we believe that if health insurance is adopted nationally, medical groups like ours will be best qualified to swing readily into the program.

Does group practice lead to economies? Yes, to the patient, but not necessarily to the group. This is particularly true if the group is expanding and must provide a reserve or expansion fund.

Is charity practice done? Yes. Each doctor gives charity service in about the same degree that he would as an outside practitioner.

How is the group tied together? By signed agreements which are modified, as need arises, by general consent.

What is the chief obstacle to group practice? Conflict—both within and without the group—between individual practice, born of the traditions of centuries, and collective practice, the conviction of the present period. But as the activities of the group solidify, our members show an increasing tendency to turn over to associates cases for which they have not been especially schooled or trained.

Perhaps a hundred years in the future the group system will have supplanted the individual system of medical practice. Pioneers must plod along, and traditions die hard, but the change goes on—yesterday, today, tomorrow.

Stamped



A CUTE delinquency, a condition found in too many patients, is difficult to cure. Once it lays hold of a person it becomes increasingly difficult to treat successfully.

Fortunately, certain measures can be taken to prevent it.

The first step in any collection system is to send *promptly*, on the first of the month, a notice of the amount due. Since most people prefer to be reminded of what they owe rather than be billed for it, a number of physicians have found it advisable to head their statements: "Memorandum of Services Rendered."

The first two months a statement alone is sufficient. On the second of these a one-line note in your own handwriting will often prove effective. Rubber stamps which impress bromides such as "Please Remit" lack personal appeal. They indicate that the account is but one of many others like it. Much better is the polite, penned query: "May I have the favor of your check?"

A question like the foregoing enables a doctor to be to the point. But such demands as: "Please send check," or "Kindly settle this account," have a way of ruffling feelings instead of getting checks.

If two statements fail to attract settlement from a patient, mild delinquency has set in. It is

Collectors . . . By J. T. DURYEA CORNWELL, JR.

at this time that the doctor with a high collection percentage begins treating pastdue accounts with a series of thoughtfully drafted letters. The five letters published herewith have been tried and found effective. They can be altered so as to fit almost any doctor-patient relationship.

The first letter goes to Mr. Overdue Smith, accompanied by his third monthly statement. It is in the form of a polite reminder. Note the good use made of an implied compliment:

Enclosed you will find a memorandum of your account with me.

In the belief that you are reluctant to permit your bills to become long overdue, I am taking the liberty of reminding you that my services were rendered on _____.

The next letter is distinctly courteous although crisp. The request for settlement is somewhat softened by the qualifying "if it is possible." The note as to the amount due takes the place of a statement:

I do not want to inconvenience you. But if it is possible for you to take care of your overdue account I trust that you will do so.

Amount due: \$_____

By the time the fifth month of non-payment comes around the case of delinquency has reached its crisis. At this point you will do well to resell your patient on the services he has received. Furthermore, it is high time to put on a little pressure. The final paragraph of the following letter manages "pressure" very nicely. The notice of how much is due

sinks in further when set up as shown:

When you called on me to attend your sickness, you did so because you valued my services. You know that you and your family can rely on me to do my utmost any time I may be needed.

Some time ago I paid for the supplies used when treating you. You will agree that I have the right to expect reimbursement.

Will you not send your check by return mail? I enclose a stamped envelope for your convenience.

Due since: _____ : \$_____

Six months overdue and nothing stirring. Lack of funds rather than deadbeating may be the trouble. At any rate it is to your advantage to give your patient the benefit of the doubt. Accordingly, one more invitation to amicable settlement is posted:

Since you have made no reply to the five monthly notices I have sent you, I am led to believe that you have hesitated to do so because you can not conveniently pay the entire outstanding amount of \$_____.

Therefore I am writing to suggest that you get in touch with me in person or by telephone to arrange whatever special method of payment may be convenient for you. I am available at my office from 10 to 12 in the morning and in the evening from 5 to 7.

I am sure we can reach an agreement practical for you and fair to me.

Seven months...you have been generous and courteous to a degree. If the amount outstanding warrants it, now is the time to resort to the law. The following letter may get some action. In numerous instances it will at least get the patient to reply to you. The answer or lack of it will indicate whether you are to stick with the account, forget it, or try

to force collection by legal means. The last word:

For six months you have been notified that my services to you have not been paid for. Last month I wrote and asked you to get in touch with me. I indicated my willingness to cooperate with you and accept partial payments in settlement of your account. Your silence forces me to believe that you are willfully neglecting your obligation to me.

It is unnecessary for me to point out that legal procedure will make quite certain my collecting your account. If I resort to legal means to collect, it will mean more expense to you. Therefore I am giving you a final chance to discharge your debt to me.

Your check for \$_____ by the end of this week and a definite assurance of early settlement of the balance of the account will avert much unpleasantness for us both.

The Funds Report

POLICIES DIVERGING

THE annual report of two medico-economically-minded foundations provided a topic of conversation last month for physicians, social workers, and others. In these reports, issued during the last week of June, the Twentieth Century Fund and the Milbank Memorial Fund describe their activities and expenditures during the past year.

Much of what is contained in both reports was covered before they were published (May MEDICAL ECONOMICS). However, several facts stressed by the fund

publications deserve brief mention.

TWENTIETH CENTURY FUND

Listed as one of its four major projects: "The promotion of medical and hospital services on an annual fee basis." In discussing its activity in this field, the fund points with pride to the fact that the Michigan State Medical Society has formally endorsed a pre-payment medical and hospital service plan, guided into being by Nathan Sinai, D.P.H., director of medical economics for the fund.

Commenting on its \$3,500 contribution this year to the Survey Associates (publishers of the *Survey Graphic* and the *Survey*), the Twentieth Century Fund describes this organization's work as follows: "The *Survey* has specialized on medical economics... A special issue in December was concentrated on the problem of 'Buying Health'... Special attention has been paid to various forms of social insurance."

To its medical economics department, whose type of activity is described as "research and promotion" the fund allotted \$20,000 last year. Of this amount \$17,661.73 was spent.

MILBANK MEMORIAL FUND

The current report of this foundation reflects the fact that it has become wary of too close identification with the promotion of compulsory health insurance. The nearest approach made by

REPUTATIONS AS GOITER SPECIALISTS

have been accorded some physicians who
properly administered

GOITRON Tablets

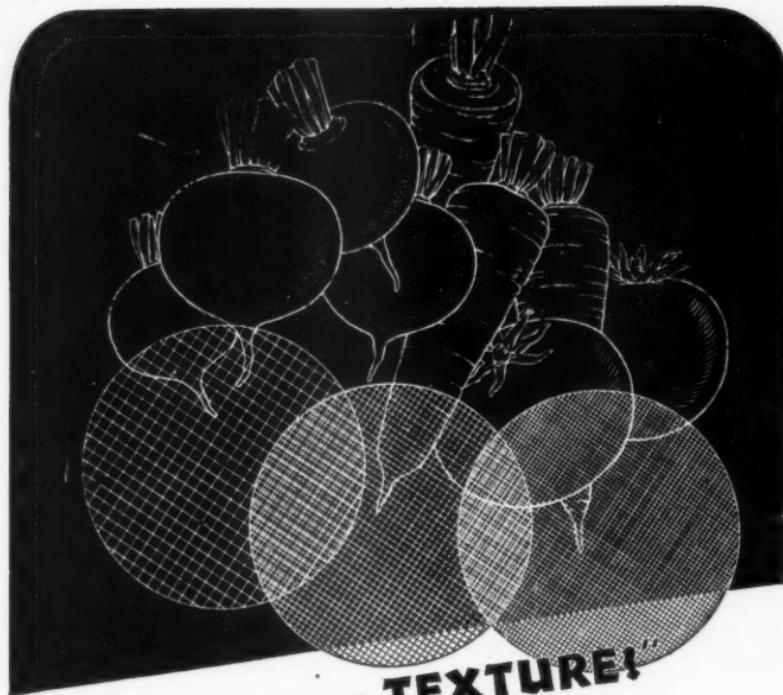
Also valuable in establishing and maintaining correct metabolism.

The Columbus Pharmacal Company - Columbus, Ohio



WRITE FOR
"CASE REPORTS"
& REPRINT
"TOXIC
GOITER"





"WHAT ABOUT TEXTURE!"

WHEN the physician asks that question about a brand of strained foods for babies, he goes unerringly to the heart of the matter.

For—while all reputably-made foods of this type are fairly comparable in vitamin retention, freshness and cleanliness—there are wide differences in *texture*.

Some brands are too coarse for an infant's digestive system to cope with easily. Others are too finely subdivided to bridge the gap between liquids and the first solid foods.

The texture of Clapp's Baby Foods has been carefully worked out under the guidance of physicians especially skilled in infant feeding. And both texture and consistency are guarded against variation by constant laboratory supervision.

May we send you, free, a comprehensive booklet of recent findings on Infant Feeding? Address Harold H. Clapp, Inc., Dept. 425, Rochester, N.Y.

15 VARIETIES

Every item added at a doctor's request.
Every one made by a scientifically-approved formula.

SOUPS

Baby Soup (Strained)
Baby Soup (Unstrained)
Vegetable Soup, Beef Broth



FRUITS

Apricots, Prunes, Applesauce

VEGETABLES

Tomatoes, Asparagus,
Spinach, Peas, Beets,
Carrots, Wax Beans

CEREALS

Weathert Cereal



CLAPP'S ORIGINAL BABY SOUPS AND VEGETABLES

MADE WITH THE TEXTURE DOCTORS HAVE ORDERED

the report to the subject of socialized medicine is contained in the following: "A foundation, keeping within the proper limits of a scientific approach to the problems it deals with, adhering to a sound social policy, and maintaining a realistic view, can render an important service. The need for such service seems to increase...Public health administration in the future will necessarily broaden its scope as well as intensify its objectives, and refine its methods."

Evidence that the Milbank Fund found its health insurance activities too well-defined for comfort was first given in April when John A. Kingsbury resigned as the foundation's secretary. Mr. Kingsbury, besides being mentioned in the report as the man "who has done more than any other American to promote public health in Serbia" received three quarters of a page of tribute. Following a number of laudatory remarks there is expressed "grateful appreciation for the unique services which Mr. Kingsbury has rendered to the Fund."

The usual Milbank grant to the

health-insurance-pushing Survey Associates is conspicuous by its absence from the financial report. This is the first time in years that the foundation has failed to make a contribution to these publishers.

Page 54 of the report lists a bibliography, cataloging eleven articles from the pens of Messrs. John A. Kingsbury, I. S. Falk, and Edgar Sydenstricker, formerly the fund's health research triumvirate. A few of the titles keynote the subject matter of their writings:

"Formulating an American Plan of Health Insurance," I. S. Falk, in the *American Labor Legislation Review*, June, 1934.

"Health Insurance for the American People," John A. Kingsbury, in the *Western Hospital Review*, May, 1934.

"Group Medicine or Health Insurance—Which Comes First?" Edgar Sydenstricker, in the *Literary Digest*, July 7, 1935.

The Julius Rosenwald Fund, often grouped with the Twentieth Century and Milbank funds, will publish its biennial review this fall.

A New B-D Diagnostic Instrument Brochure
describes and illustrates the instruments
listed below. A copy will be sent on request.

DIRECT VENOUS PRESSURE APPARATUS (new)
NEGATIVE-POSITIVE MANOMETER
FLEISCHER SPINAL MANOMETER
BLOOD PRESSURE MANOMETERS
(4 styles for pocket, wall, floor and utility use)

B-D PRODUCTS

Made for the Profession

TECTON, DICKINSON & CO., RUTHERFORD, N. J.

The STORY of DYNO

- 1 ... The Human Body makes Dextrose in the intestinal tract to provide all tissues with vital energy.
- 2 ... Corn Products Refining Co. makes Dextrose scientifically to give the body quick energy on demand.
- 3 ... Dyno is Dextrose — chemically pure, bacteriologically safe, medically indispensable.
- 4 ... Dyno is pleasant to take with foods or fluids in health or illness.
- 5 ... Dyno needs no digestion to be rapidly absorbed by the circulation.
- 6 ... Dyno is a natural constituent of all bodily tissues producing no irritation to the vital organs — the intestines, liver, heart and kidneys.
- 7 ... Dyno is quick energy, utilized rather than stored, hence non-fattening.
- 8 ... Dyno is the food first called upon for every metabolic purpose.
- 9 ... Dyno is the sugar best tolerated — a pound a day gives no glycosuria.
- 10 ... Dyno is the most efficient nutrient, never lost in the stools even in diarrhea.
- 11 ... Dyno binds fluid in alleviating diarrhea, dehydration, shock or toxemia.
- 12 ... Dyno combats ketosis in correcting acidosis, cyclic vomiting and other metabolic disturbances.

[-]

Made by the makers
of KARO



• NEW! Pure Dextrose at 10c per pound to your patients.
For further information write Corn Products Sales Co.,
Dept. E8, 17 Battery Pl., New York City.

Health Insurance Legislation Lags

1936 REVIVAL SEEN

PFFFFT!" Thus does a slang coining columnist and radio gossip describe plans, people, and projects that have petered out.

"Pfffft" is the way the late government-sponsored study of health insurance has gone, too—as well as the report on that study so long looked for at the White House.

Precisely a year ago President Roosevelt's Committee on Economic Security decided that if health insurance was to be part of the social security program, it should be carefully studied and analyzed to see how it would work in the United States (January MEDICAL ECONOMICS, page 21). In spite of grants of extra time, a special medical advisory board, and the efforts of well-known researchers in health insurance, the cabinet committee remains virtually as much in the dark as it was twelve months ago.

Madame Perkins, Secretary of Labor and chairman of the Committee on Economic Security (which made its official exit on June 16), has told MEDICAL ECONOMICS on several recent occasions that a report of the health insurance study was about to be sent to the White House. Investigation indicates that the report

referred to by Secretary Perkins is simply a preliminary one. Furthermore, even it has not, up to the present writing, been submitted to the President. For some reason, not yet officially explained, the committee has tabled it; and no definite date for acting upon it has been aired.

Close observers of the Washington scene hold to the opinion that there will be no further action on this preliminary report until the new social security board (provided for in the pending social security bill) is formed and operating. The same observers prophesy that the health insurance study will be started from scratch again. In support of their forecast they point to the fact that, in the past when a study started by one official group has been handed over to another for completion, it has been customary for the second organization to start the whole study over again. Inevitably they want to line the thing up in a different way and do a start-to-finish job with their own staff.

Some authorities believe that the report on the study of health insurance is definitely shelved. But the preponderance of "in-the-know" opinion leans the other way. Since the subject of socialized medicine has become so popular, it is deemed likely that the study of health insurance and its application to the United States will be continued and possibly concluded in 1936.

Samples and Information on Request
R TAUROCOL

ME 8-35 (TOROCOL) TABLETS—A True Chalagogue
 THE PAUL PLESSNER CO. * * * * DETROIT, MICH.



WEAKENED METATARSAL ARCH

**Successfully
Treated
Mechanically**

Patients complaining of neuralgic pains at the ball of the foot, cramps or callosities, or general foot pains caused by breaking down of the Anterior Metatarsal Arch, require mechanical support.

Since no two feet are alike and the degree of the depression is often more marked in one foot of the person than in the other, it is obvious that to relieve and correct the condition the supports must be *individually fitted*.

This is not possible in any shoe with inbuilt supporting devices, since they cannot be adjusted to the patient's particular needs. Alleviation of the pain and gradual correction of the cause can be achieved with



X-ray Showing Position of Supporting Plate and Leather to Bones of the Arch and Foot.

Dr Scholl's METATARSAL ARCH SUPPORTS

They are designed on sound Orthopedic lines and can be accurately fitted to the individual case, with adjustment as the condition improves.

Shoe or Department Stores featuring Dr. Scholl's Foot Comfort Service offer you the ethical cooperation of trained experts both in Pedo-graphing the patient's feet for your diagnosis and in the fitting and adjustment of Dr. Scholl's Appliances. This service is also available in the exclusive Dr. Scholl's Foot Comfort Shops located in the cities listed below:

CHICAGO	21 N. Wabash Ave.	CLEVELAND	726 Euclid Ave.
CHICAGO	213 W. Schiller St.	DETROIT	1554 Woodward Ave.
NEW YORK	40 W. 34th St.	ST. LOUIS	617 Locust St.
NEW YORK	62 W. 14th St.	MINNEAPOLIS	827 Nicollet Ave.
PHILADELPHIA	1106 Chestnut St.	MILWAUKEE	221 E. Wisconsin Ave.
LOS ANGELES	429 W. Seventh St.	TORONTO	142 Yonge St.

For booklet, "Foot Weakness and Correction for the Physician," especially written for the Physician, write The Scholl Mfg. Co., Inc., 213 West Schiller Street, Chicago, Ill.

A Fortune in Goat Glands

THE sheriff of Halifax, N. S., seized John R. Brinkley's yacht last month—placing just one more “obstruction,” as the one-time goat-gland expert would have it, in his path to the White House.

Brinkley was steaming along the Nova Scotia coast with a crew of fourteen, his wife, his son “Johnny Boy,” a governess, an airplane pilot, and friends when his ship grounded. Reflected by the motor vessel *Shanalian*, Brinkley failed to pay the salvage charges of \$5,000, so the sheriff went to work.

Brinkley was fifty on July 8. Rich, inscrutable, suave, sophisticated, he sails the seven seas in his palatial 150-foot steam yacht *Dr. Brinkley II*, supremely confident that his destiny is yet unfulfilled.

Brinkley was once one of the best known “doctors” in the country. Today no state will allow him to practice, no proof exists that he ever graduated from a medical school.

He was twice “elected,” he says, to the governorship of Kansas, but the records list no “Governor Brinkley.”

He writes that after the war, when he did “work ordinarily required of ten men,” he was precipitated into a nervous breakdown. But Army records show that he was in active service one month, that he was relieved on his own statement that he was physically unfit for duty.

By MANFRED

He boasts a “high batting average” (90 to 95%) in transplanting sex glands of goats to the human body. Yet his twelve living witnesses proved so unsatisfactory in his trial before the Kansas Medical Board that his license was revoked and he was branded “a blatant quack of unprofessional antecedents.”

There still lives, moreover, in various cities in the country, particularly one in New York's Central Park, some fifteen years ago, when, without benefit of anesthesia, he sliced the testicles of an unsuspecting goat and told later how he had transferred the tissues to an equally unsuspecting “goat” in human form.

Apart from yachting difficulties in Nova Scotian waters, Brinkley's most recent legal setback occurred in June, when the Kansas board's action in revoking his license was upheld. U. S. District Judge Tilman D. Johnson, of Salt Lake City, author of the opinion, made some astute observations on quackery and the public interest.

“I think that under the general terms of the statute,” he said, “the board is empowered to protect the public against conduct which is clearly against public interest and therefore necessarily unprofessional, the same as if the legislature had specifically denounced and prohibited such prac-

tice." The opinion answered Brinkley's contention that he had been deprived of property without due process of law.

A native of North Carolina, Brinkley maintains that he earned his medical diploma from the Egleston Medical College and the Bennington Medical School. The former is active now to only a limited degree, and the latter has long since passed away.

He did receive an honorary diploma from the Kansas City College of Medicine and Surgery, a link in the chain of notorious diplomas still broken ten years ago when Brinkley was indicted in California for medical malpractice after his application for a license in that state was rejected. And when, in 1930, his fellow Kansans cast him from the profession, it followed that he was barred from all other states which had reci-

procial agreements with Kansas.

Brinkley's own story (*cf. The Life of a Man, a Biography of John R. Brinkley*; by Clement Wood; Goshorn Publishing Company, Kansas City; 1934) of his first assault on a goat in behalf of a supposedly impotent farmer makes Brinkley out a conscience-stricken savant terrified at the thought of what he had done. He was threatened, he relates, with the loss of his medical practice if he did not yield to the patient's pleas. Finally, remembering his career in a large Chicago packing house, he cut the goat, sewed up the farmer, and the rest is history. But for months, even years, he could not believe what he had done. It is safe, to assume, however, that during his prosperous years in Milford, Kansas, and later in Del Rio, Texas, he had little cause to regret his first incision.

Among Brinkley's most notable feats, from a professional viewpoint, was his acquisition of a degree from the University of Pavia, Italy. He pulled strings, carried letters, finally convinced the authorities that he possessed the right, as an accredited graduate of an American medical college (sic!), to enter the final examinations. These he passed, according to the record, although later the university withdrew its recognition. He stopped in Italy, by the way, after a trip around the world in 1924—a trip enlivened by a circumcision on a young prince of Siam, which Brinkley performed on the high seas.

Brinkley's reputation and most of his money resulted from his broadcasting. Station KFKB

International



BRINKLEY I on Brinkley II

(Kansas First, Kansas Best) first located at Milford, Kansas, whence he broadcast nightly the virtues of what the A.M.A. called "some giblet-like mixture of glands." The station's license was terminated in 1930 by the Federal Radio Commission, on the grounds of "obscenity"; whereupon Brinkley leased wires from the American Telephone & Telegraph Company at an annual cost of \$100,000, constructed a magnificent new station at Villa Acuna, Mexico, just across the Texas border, and enabled his gullible public to hear once more their beloved counselor. He sat in his study in Milford, phoned his advice to Mexico, and had it sent back to the states from a station far out of reach of the American government.

This smart device soon reached the ears of the State Department, however; and last year the Mexican government, despite Brinkley's eminent legal counsel in the person of Charles Curtis, former vice president, put the lid on the new station.

•

The latest reported trick, which has yet to materialize, is that Brinkley will establish a powerful radio station on his yacht, and broadcast from outside the three-mile limit. It would appear that no international radio agreement thus far in existence could silence that type of station, provided the yacht was properly registered.

With the boat enmeshed in legal difficulties in Nova Scotia, however, the new station may be delayed.

Brinkley's star is probably on the wane. With his "medical" and broadcasting career apparently ended, his political fortunes have also lapsed. Three Kansas gubernatorial campaigns have ended in failure, although two of them only by the slimmest of margins. He conducted his campaigns by radio and sound wagons. The dapper, goated little man managed to put on an amazingly good show with soft lights over the platform, prayers, psalm-singing, and an exhibition of his wife's jewels, said to be worth \$51,000. His platform consisted of a pledge for free school books and cheaper automobile licenses, with a promise of free state medical care for the poor.

The man's broadcasting technique was the basis of his fortune. His audience was enormous. They liked his intimate, homey way of putting things, his clear diction, and above all his diagnosis of ills that most people thought they had.

His prescriptions were simple: Nothing but Brinkley's serum or cure would do. Druggists had to order stock by the carload, cutting in the "doctor" on each load. Each druggist had a chart of his remedies, with a number opposite each one. Orders piled in by the hundreds for each number. All a druggist had to do was turn to

for BURNS . . . SUNBURN

promotes
SAFE
HEALING



THE DIONOL CO.
4210 Trumbull Ave.
Detroit, Mich.

SURGICAL  DRESSINGS

**EAT,
PROFESSIONAL,
INEXPENSIVE**

BAY'S Readi-Bandages

Buy them in the special professional
put-ups from your surgical dealer.

Boxes of 100 strips 1 in. wide,
each in a glassine envelope.

Boxes of 6 strips 6 in. wide.

THE BAY COMPANY
BRIDGEPORT, CONNECTICUT
A DIVISION OF
PARKE, DAVIS & CO.

THE BAY COMPANY, Bridgeport, Conn.
Gentlemen: Kindly send me a free sample of BAY'S Readi-Bandages.

ME 8

Doctor
Street and Number
City State
Dealer

the filed lists of Brinkley prescriptions.

It was a sweet and lucrative trade while it lasted, and it lasted thirteen years. Persistent pressure by the ethical medical profession finally killed it. Patients had deserted their family physicians by the thousands, and why not? Why spend hard cash in doctors' fees when "Doc" Brinkley, on the radio, would tell you just what to do and where to get your medicine too?

Brinkley's future is unpredict-

able. Even his obsequious biographer hesitates to predict. But read the final paragraph of his "*Life of a Man*"!

"There he stands, clean and sweet of soul, persecuted and reviled, yet serene and confident still, with his robust soul. It is those two words that sum him up, for me. I cannot end the book on them; for this book cannot be ended so long as the vibrant, vivid life of John R. Brinkley continues..."

Curb on Dinitrophenol Sales

Twelve San Francisco women suffering from obesity caused a sudden tightening last month of rules governing the sale of dinitrophenol. After temporary blindness had afflicted them, local authorities announced they would hold tests to determine the relation of the new drug's use to the women's temporary blindness.

New York City adopted a similar measure on July 1, prohibiting the sale of the drug except on a physician's prescription. No cases of blindness have resulted in Manhattan, although Dr. Wil-

liam H. Best, deputy health commissioner of the metropolis, reports one death which may be attributed to complications following the use of the drug.

Dinitrophenol, whose virtues were first expounded to the American College of Physicians last year, has proved highly popular as a fat reducer. Dr. Loren W. Chandler, dean of Stanford University Medical School, has reported that probably one million persons have used the drug as a reducing agent.

VISCYSATE

A single drug product for the relief
of Hypertension and Angina pectoris

ERNST BISCHOFF COMPANY

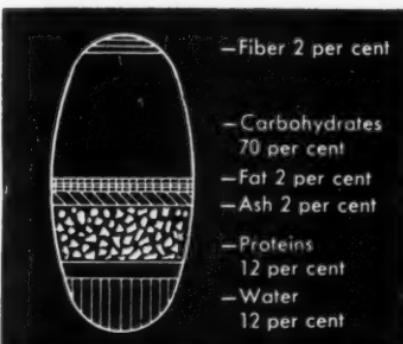
Incorporated

135 Hudson Street

New York, N. Y.

WHAT A PHYSICAL EXAMINATION OF SHREDDED WHEAT REVEALS →

An examination of Shredded Wheat requires an investigation of the nutritive properties of the wheat grain itself. For Shredded Wheat is 100% whole wheat. In the making of crisp, golden-brown Shredded Wheat, however, the cells of the wheat grain are burst open, thus permitting the entire nutritive value of whole wheat to be easily assimilated. As a doctor, of course, you know what an important part whole wheat and milk play in a well-balanced



Show your patients the dietary value of whole wheat with this simple chart

diet. When you have an opportunity to recommend Shredded Wheat we believe the chart and diagram above may prove interesting and useful in explanations to the patient.

SHREDDED WHEAT

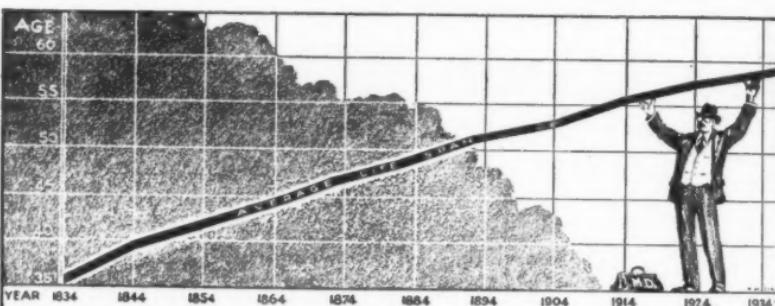
A Product of NATIONAL BISCUIT COMPANY

By William Alan Richardson

INKING

In 1933 . . . Jacksonville's mumbo-jumbo "doctors" were riding high and wide, endangering the public health, fattening on mis-

spent fees. To Florida's Duval County Medical Society fell the responsibility of blasting their progress.



The Good Used to Die Young ... and So Did the Bad!

THAT familiar expression: "The good die young", came into common use in the days when the good—and the bad, too—did die young. Nearly everybody died young 100 years ago. The average length of life for all people was only 35 years because the fatal diseases of childhood set high odds against an infant, and adults were cut down in the flower of life when terrible epidemics swept the country.

Today, thanks to the protection Medical Science has provided, the average length of life is between 55 and 58 years. The good have a long time to be good, and the bad have a long time to be bad.

In a single century Medical Science has almost doubled your life span. "Medical Science" simply means the medical doctor. Your medical doctor

—the man who comes when you call, day or night. Your medical doctor who worries about your ills and your family's just as though they were his own; who spends endless hours keeping abreast of developments in the great war against disease in order to take better care of you.

Your medical doctor's job is to keep you well. He wants to add years to your life. But he cannot do it unless you take advantage of his knowledge and skill. Most serious illnesses have an innocent-appearing beginning. That is the time to check them. Rely on your medical doctor. Call him at the first hint of danger. Follow his advice . . . because only the medical doctor is truly versed in the difficult art of treating sickness and injury.

DUVAL COUNTY MEDICAL SOCIETY

COMPOSED OF DOCTORS OF MEDICINE



OF DUVAL COUNTY

Copyright 1934 A. A. A. Inc.

G OUT QUACKERY . . .

Believing that the right sort of publicity would smoke out local quacks, cultists, and "healers," it conceived an educational newspaper campaign which was brought to successful completion last year. Since that time professional interest in its details has waxed steadily—so much so as to demand publication of the facts in the case.

On November 30, 1933 the *Florida Times Union* and the *Jacksonville Journal*, leading Duval County newspapers, carried the first unit of a publicity series that was to continue until June 2, 1934. There were 26 units in all. Each week during the seven months' campaign, newspaper-reading Floridians were exposed to 84 square inches of educational medical publicity.

Copy for the quack-quelling program was prepared by the medical society's publicity committee and the Associated Advertising Agency, Inc., of Jacksonville. Jointly they originated 26 plates topped by eye-catching illustrations and carrying copy designed to further the purposes of the campaign. One of the plates, shown on page 62, is representative of the whole set. Others in the series were captioned and purposed as follows:

Know Your Doctor—demonstrating the "doctor's essential

place in the normal scheme of life."

Moses Was the First Great Sanitary Engineer—teaching the "contributions medical science has made to advancing civilization." The same lesson was repeated in a plate titled *You Might Have Been Bound to the Plow*, whose copy told how medicine's assistance succeeded in making cities habitable.

A Mosquito and a Doctor Gave America the Panama Canal—proving the "importance of competent, professional medical attention."

The Duval County advertising plan carried on unmolested by A.M.A. officialdom. Why? The answer probably lay in its strict adherence to ethical tenets. Not even the high court of American medical practice could find fault with publicity dedicated to the elevation of the profession and the confounding of fraudulent medical practice.

It is not to be supposed that lack of action against the Duval County group indicates a reversal of A.M.A. opinion in the matter of personal advertising. Its wrath will still descend on any physician who pays to ballyhoo himself or his prices. However, it may be assumed that tacit A.M.A. approval will grace any paid publicity plan within the bounds that limited Jacksonville's physicians.

Left—One of the plates used by Florida's Duval County Medical Society in its seven-month educational publicity campaign.

Members of the Duval County Medical Society are enthusiastic



When prescribing a diet that calls for fruit juices, you may confidently recommend DOLE Hawaiian Pineapple Juice. It is the pure juice of selected DOLE Pineapples. No preservatives of any kind are added. No cane sugar. Every valuable nutritive element is retained to the highest degree possible by the exclusive DOLE Fast-Seal vacuum-packing process. This process also retains the field-fresh delicious flavor.

**HERE IS A TYPICAL ANALYSIS OF
DOLE PINEAPPLE JUICE:**

Moisture	85.3%
Ash	0.4%
Fat (ether extract)	0.3%
Protein ($N \times 6.25$)	0.3%
Crude fibre	0.02%
Titratable acidity as citric acid	0.9%
Reducing sugars as invert sugar	12.4%
Carbohydrates other than sugars (by difference)	0.38%
<i>And always packed without added sugar</i>	

Moreover, DOLE Pineapple Juice is economical. Your patients will appreciate that, as well as its convenience. It has been accepted by the American Medical Association's Committee on Foods. Hawaiian Pineapple Co., Ltd., Honolulu, Hawaii. Sales Offices: 215 Market Street, San Francisco, California.

★ Write to us on your letterhead and we will send you a sample can of DOLE Pineapple Juice. Hawaiian Pineapple Co., Ltd., 215 Market Street, San Francisco, California.



DOLE



PINEAPPLE JUICE

over the results of their campaign. They credit it with fostering a definitely stepped-up interest in the physician as against the cultist. A few words in quotation of Dr. Buckman, past chairman of the Duval County Society's publicity committee, echo the opinion of his co-campaigners. He has said, in part:

"In my opinion the educational publicity campaign has been decidedly worthwhile to the profession of Jacksonville. Undoubtedly the material was effective in catching and holding the interest of the public. This activity was a voyage into almost uncharted waters. Its success has led me to hope that we shall be able to conduct further educational activities at some future time. I believe that it would be to the decided advantage of the medical profession if such a campaign could be sponsored by medical societies elsewhere."

Among the various objections which the society had to overcome before initiating its publicity program were: Such a thing is not within the ethics of medical practice; the A.M.A. frowns on and forbids advertising by its members; there isn't enough money in the society treasury.

Some years ago a spokesman of the A.M.A. itself effectively refuted the first two objections. In his opinion:

"Medical education of the public is one certain method of overcoming the evils of quackery, cultism, and medical fraud."

"There is nothing in the Principles of Ethics to prevent any county medical society from buying space in newspapers."

Such utterances may have affected the Jacksonville doctors' decision to enter upon an advertising project. The fact remains:

They did decide to try it, and backed up their decision with \$2,500 out of their own treasury.

When the decision was made and money appropriated, the society called in two advertising men: M. T. Newman and Hunter Lynde, president and vice-president, respectively, of the already-mentioned Associated Advertising Agency. Would they cooperate? With all the ink and ability at their disposal they would. And so it was that the plan took root.

Any medical society can secure, for its own use, newspaper matrices of the complete campaign. Arrangements for reproduction of the copyrighted plates may be made through the Associated Advertising Agency, Inc., Florida National Bank Building, Jacksonville, Florida.

Medical societies which have already inquired about the cost of securing the Duval County material for their own use have been gratified to find it reasonable, amounting to 5% of the cost of the newspaper space used.

Not long ago, for example, a certain county medical society planned to run the full series of plates in a leading county paper. The society's publicity committee was told by the paper that the cost of the space they wanted over a period of 26 weeks would be \$2,000. Therefore, the price to be paid for the publicity matter was \$100, or 5% of \$2,000. If the society had decided to use space in three different papers at a total space cost of \$4,500, they would have had to pay \$225 for reproducing the plates.

Profits made out of selling this material are distributed among the Duval County Society, the engraver of the plates, and the advertising agency.

RELIEF from FREQUENCY URGENCY BURNING

THE oral administration of the new G-U. antiseptic, Ambazin, helps to provide an added comfort in urethritis, pyelitis or cystitis.

One great advantage of Ambazin is based on its effectiveness *throughout the urinary tract*.

Ambazin exerts a combined analgesic, antiphlogistic, bacteriostatic action, is well tolerated, does not irritate, is, moreover, unusually economical.

You can demonstrate the value of Ambazin by a clinical test—let us send you a full-size package of 42 capsules, each 0.2 gram.

AMBAZIN

The Laboratories of
THE FARASTAN COMPANY

137 South Eleventh Street
Philadelphia, Pa.



THE NEWSVANE

★ Rigors of Rural Practice

The hazards of country practice were grimly emphasized on June 8 by the death of Dr. James A. Stevens of Easton, Maryland.

On a sub-zero night several years ago the country practitioner was summoned to the aid of a patient in an adjoining county. On the way home a snowbank stalled his car. No help came until the next morning. Meanwhile, Dr. Stevens' leg had frozen. It had to be amputated.

When recently the doctor's remaining leg became diseased as a result of his freezing experience, surgeons refused to operate for fear of a fatal strain upon his heart. Death came anyhow.

Dr. Alex Stevens, son of the deceased, carries on in Easton.

★ Remedies That Kill

Two Californians died recently because they bought bargains. They were taken to the Santa Monica Hospital as emergency cases dying from the effects of cheap, poorly prepared prescriptions.

A Santa Monica newspaper reporting the tragedy emphasized the danger that lurks in the prescription departments of cut-rate drug stores. Prominent physicians of the district wherein the fatalities occurred have warned residents against such stores, cautioning them to have all prescrip-

tions filled at reputable pharmacies.

★ The Red Wins

In 1920 the familiar bottle of iodine, common to every medicine cabinet, began slowly to be replaced by a bright scarlet antiseptic called mercurochrome.

For fifteen years this new product grew in popularity with the medical profession and the laity. Doctors accepted it because of its good performance under clinical conditions and patients liked it because it did not hurt.

Then, as is usually the case with a product which has acquired general prestige, rumors began to arise first in one corner and then in another, tending to create the impression that the product was not all that was claimed for it. These criticisms were based almost without exception on laboratory investigation, not clinical observation; and, like all destructive criticisms, they persisted for some time. In the meantime, many clinical papers have been published from authoritative sources proving the clinical value of mercurochrome. Now, Justina Hall, M.S., a specialist in the study of antisepsics at the Johns Hopkins Hospital, has published in the July 13 issue of the *Journal A.M.A.* a comprehensive laboratory paper confirming the clinical findings.

Miss Hill investigated the ef-

**IN TREATING
CONSTIPATION,
REMEMBER—**



Sal Hepatica Corrects Acidity, Too

BEFORE dietary measures and other treatments can take full effect in the correction of constipation, physicians agree that it is well first to rid the system of accumulated toxins. And also to correct acidity...lowered alkaline reserve which so often accompanies faulty elimination.

Sal Hepatica, they know from long experience, is a mild yet thorough laxative and an effective alkalinizer as well. Gently it sweeps the intestinal tract free of irritating poisonous products. And its balanced

alkalinizing action helps restore normal alkaline reserve to the bloodstream...counteracts acid condition.

When an acid condition persists, Sal Hepatica, taken two or three times daily in alkalinizing doses, i.e. $\frac{1}{2}$ teaspoon to a glass of water, completely restores the alkaline reserve to normal...eliminates acid condition. Complete recovery is speeded up. If you'd like to make a test of Sal Hepatica, just mail the coupon below and we'll send you a generous complimentary supply.



• SAL HEPATICA •

MEMO to Bristol-Myers Co., M 75 West Street, N. Y. C.

Without charge or obligation on my part, kindly send me samples of Sal Hepatica to be used for clinical purposes. (I enclose my card or letterhead.)

Name.....M.D.

Street.....

City.....State.....



Your
Surgical
Instrument
Dealer
Has
ROSEBUD
Vaginal
TAMPONS
"McNeil"

ROSEBUD TAMPONS *are preferred because they*

(1) retain their shape when saturated; (2) prolong vaginal medication; (3) combine softness with firm construction; (4) are most comfortable to the patient; and (5) are far more satisfactory in every respect than tampons made extemporaneously. Supplied in extra small, small, medium and large sizes, in boxes of one dozen each. Price \$1.00 a box.

McNeil Laboratories
Incorporated
Philadelphia - Pennsylvania

OLIODIN (Iodized Oil Compound)

For the NOSE and THROAT

Gives: Prompt relief in head colds, thus preventing complications.

R OLIODIN $\frac{3}{11}$

For Rhinitis, acute or chronic.
Ozena or Atrophic Rhinitis.

Free trial package on request.

THE DELETON COMPANY
Capitol Station, Albany, N. Y.

fects of antiseptics on human tissues. For years she has kept meticulous records of her work. It is expected, therefore, that her recently published paper will settle the antiseptic controversy once and for all.

Key findings of Miss Hill's study are: (1) that both the 2% tincture and aqueous solution of mercurochrome exert bacteriostatic and bactericidal action on the human skin; (2) that the 2% tincture of mercurochrome curbs the growth of bacteria on the human skin more effectively than does a 7% tincture of iodine.

After a thorough investigation of the evidence for and against at the close of the last period of acceptance (February, 1935), the Council on Pharmacy and Chemistry of the American Medical Association has again reaccepted mercurochrome.

★ Invention Helps Deaf

A new device which is expected to assist the deaf and dumb to speak with normal intonation has been developed by Frederick V. Hunt, instructor in physics at Harvard University.

The apparatus is a refinement of instruments already in use for measuring the frequency or pitch of sounds. The user is able to watch the fluctuations of his voice translated by the apparatus into

G U D E ' S **PEPTO-MANGAN** for Secondary ANEMIA

The preferable medium for administering iron and its adjuvants—manganese and copper. Maximum hematitic and reconstructive efficacy. Does not disturb digestion, cause constipation, or stain teeth. Unusually well tolerated.

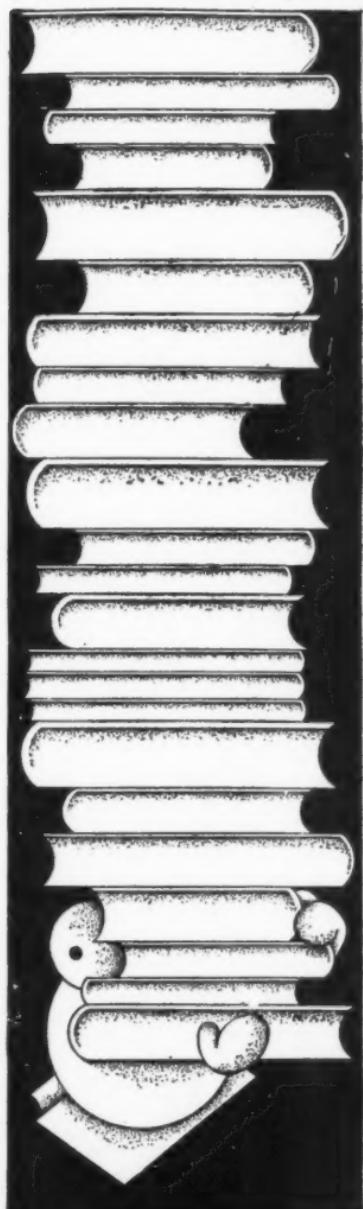
Liquid and Tablet Form.

Write for Samples and Literature.

M. J. BREITENBACH CO.

160 Varick St., New York

No. 20 of a Series of Advertisements Prepared in the Interest of Acetanilid U.S.P. by the Emerson Drug Company



Piling Up!

LITERATURE PROVING THE
SAFETY AND EFFICIENCY OF

Acetanilid

THE literature proving the safety and efficiency of acetanilid as an analgesic and antipyretic piles up steadily. For example, Herz, in the Journal of Laboratory and Clinical Medicine, Oct. 1934, says, "...acetanilid is a safe and efficient drug when properly used."

● Acetanilid *is* safe. In therapeutic doses it is unaccompanied by toxic after-effects—no cases of granulocytopenia have ever been traced to its use. It acts rapidly to relieve headache and other pains by stopping pain impulses at the synapses, preventing them from reaching the higher centers, which remain unaffected by the drug.

● There is an elegant scientific pharmaceutical preparation which contains acetanilid along with a caffeine-bromide combination for synergistic action, all in proportions which have proved of greatest efficiency. Citrate has been added to combat any tendency toward acidosis, and the whole makes a palatable, effervescent drink, unexcelled for pain relief.

*Literature and samples will be sent
promptly on request*

EMERSON DRUG COMPANY
• BALTIMORE, MARYLAND •

electrical impulses and registered instantly by a pointer.

Any pitch within the range of the human ear may be recorded if the tone lasts as long as one-fiftieth of a second.

★ A Matter of Breeding

"A direct insult to the rank and file of the decent and virtuous women in America" . . .

Acme



DR. CHARLES RICHET
".140,000,000 more Mongoloids."

Thus, in no uncertain terms,

the Catholic Daughters of America have denounced the pro-birth-control stand taken in June by the American Federation of Women's Clubs and the American Association of University Women.

Appropriately, on the Fourth of July, the Daughters mobilized at Seattle, Washington, where they set off a batch of verbal firecrackers, characterizing the action of the other women's societies as "immoral," "unsocial," "inhuman," and "un-American." Advocates of the dissemination of birth control information are "preparing the way for a childless America to become the prey of . . . prolific nations of the East," they warned.

The same alarm has been sounded in France by an international authority on population. Dr. Charles Richet, of the French Academy of Medicine, recently predicted "Yellow Peril" trouble for European civilization. "In ten years," sounded his mournful note, "there will be 140,000,000 more Mongoloids in Eurasia and only 20,000,000 more whites in Europe." Dr. Richet urged Europeans to develop greater fecundity and destroy "vicious" birth control propaganda.

On June 25, nine days previous to the Catholic Daughters' pro-

TO COMBAT VITAMIN DEFICIENCY in DIETARY

WEIGHT CONTROL

CONTAINS NO DRUGS NON-GLANDULAR CLINICALLY PROVED

MIN-AMIN (advertised only to the profession) is a clinically balanced combination of foods rich in natural vitamins essential for normal systemic functions, and which are LACKING in the ordinary weight-reducing diet. Used as a supplement to the usual low calorie diet, MIN-AMIN stabilizes irregular hunger and enables the individual to lose weight without the loss of vitality or loss of resistance to disease or disturbance of other factors that lead to ill health.

NATIONAL INSTITUTE OF NUTRITION
6777 HOLLYWOOD BLVD.
LOS ANGELES, CALIF.

"NUTRITIONAL OBESITY"

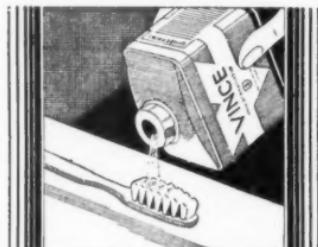
A monograph on the cause and correction of nutritional obesity. Send for it today.

A complimentary clinical package of Min-amin will accompany the monograph. Please send professional card or letterhead.

TINY THERAPEUTIC GIANTS



Tiny bubbles, thousands of them, release their nascent oxygen to cleanse, disinfect, deodorize, when Vince is brought in contact with moisture . . . And because Vince is alkaline in reaction, it attacks even the culture ground of the numerous micro-organisms that thrive in the acid surroundings of the oral cavity.



These are the facts that make Vince exceptionally well-suited to the treatment of Vincent's and other oral infections of every etiology. To the mucous membrane Vince is harmless. On the toothbrush, it is used as any powder; dissolved in water, as an efficient antiseptic mouthwash and gargle . . . Let us send you literature and a trial supply.



Vince is supplied in packages containing 2, 5 and 16 ounces.

VINCE

THE OXYGEN-LIBERATING ANTISEPTIC

VINCE LABORATORIES, INC.
115 West 18th Street
New York City



POPE PIUS XI
His daughters sound warning.

nouncements, Professor S. A. Stouffer, of the University of Wisconsin, revealed the facts of a Wisconsin birth-rate survey to the American Association for the Advancement of Science.

"It was surprising and unexpected," declared the professor, "to find a declining Catholic birth rate contrary to what would have been expected in view of the efforts of the church to discourage birth control."*

The survey amazed its interpreters by revealing that the birth rate of Milwaukee Catholics has dropped 15% since 1919. This in contrast to non-Catholic repro-

*Said the Encyclical of Pope Pius XI on January 8, 1931: "The conjugal act is destined by nature for the begetting of children, those who frustrate its natural power commit a deed . . . shameful and vicious. . . No difficulty can arise that justifies putting aside the law of God."

Patients
appreciate this
Prompt **R**elief

Physicians prefer this reliable Antispasmodic and Sedative because it is Dependable and Safe: No Hypnotics, No Barbiturates. Hayden's Viburnum Compound is fundamentally compounded of Viburnum Opulus and Dioscorea Villosa combined with Aromatics and containing enough alcohol to release the resins in the Viburnum.

Prepared by
New York Pharmaceutical Co.
BEDFORD SPRINGS, BEDFORD, MASS.

*Trial sample HVC free to physicians
on request*



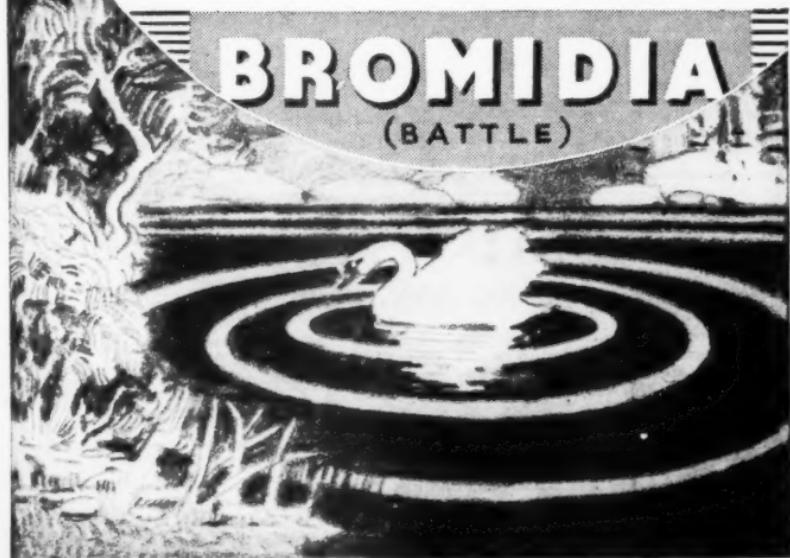
**ANTISPASMODIC
AND SEDATIVE
EFFECTIVE • SAFE**

DEPENDABLE SEDATION

What is more welcome to the patient with frayed and "jumpy" nerves than the calmness and tranquillity which descend upon him after the administration of Bromidia (Battle) . . . The dependable sedative influence of Bromidia rests upon the synergistic action of several reliable sedative drugs which, in addition to the bromide, are incorporated into this time-tested and proven preparation . . . Bromidia is safe in the recommended dosage; no untoward after-effects follow its administration . . . Write for sample and literature.

BATTLE & CO., ST. LOUIS, MO.

BROMIDIA
(BATTLE)



duction which fell off only 5% during the same period.

★ Millions for Investigation

Health is to be inventoried \$3,450,000's worth if the latest project of the United States Public Health Service swings into action.

The service has already asked the Division of Applications and Information of the Works Progress Administration for the millions.

Public health officials are particularly anxious to harvest more data on infantile paralysis, arthritis, deafness, blindness, Bright's disease and other ills which cause incapacity for work. Added importance is attached to such a study "because of a gradual in-

crease in the percentage of the population which is more than sixty years old."

The survey would include house-to-house canvassing, physical examinations, and investigation of medical facilities for the care of the sick in some fifty cities.

Data on communicable diseases are expected to demonstrate the "woeful incompleteness" of the current system of reporting them to local health departments.

★ For Dear Old Alma Mater

Many years ago there was a midwife. She had a daughter who also became a midwife and, in her turn, had a daughter who today is Mrs. Concetta Misiti, treasurer of the Alumnae Association of the Bellevue Hospital School for Midwives.

Now that Dr. S. S. Goldwater, New York City's hospital commissioner, has ordered the shutdown of the midwife training plant in Manhattan (July MEDICAL ECONOMICS, page 25), Mrs. Misiti and her sister alumnae have issued a call to arms. They are going to fight to keep the Bellevue School open and hope to enlist the support of Mayor La Guardia and Mrs. Roosevelt. During the early fall petitions will

IN ROUTINE EYE TREATMENT

Ophthalmic Solution No. 2

INDICATIONS

1. As an antiseptic Collyrium.
2. Chronic catarrh of elderly people with marked reddening of Conjunctiva, with or without secretion.
3. Diplo-Bacillus Conjunctivitis.
4. Following eye injuries.
5. After removal of foreign bodies from cornea or Conjunctiva.
6. Before Operations.
7. To relieve irritation caused by wind, dust and bright lights.

Samples and Prices on Request
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ESSENTIAL HYPERTENSION

*Headache permanently relieved—Blood-pressure drops**

Man aged 37, essential hypertension with headaches and nervous irritability. Systolic blood-pressure 190. Treated 6 weeks with BURNHAM'S SOLUBLE IODINE 20 drops twice daily. Headaches and irritability permanently relieved in 2 weeks. Blood-pressure reduced to 170. No iodism or cardiac depression.

Active molecular iodine in BURNHAM'S SOLUBLE IODINE gives stronger therapeutic response in smaller dosage and with minimum reaction. The effect begins sooner and lasts longer.

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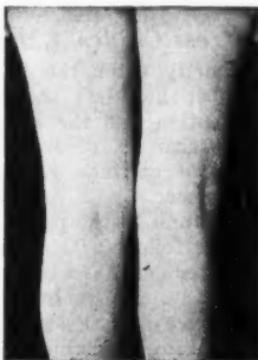
*One of a series of 31 cases reported by Frederic Danrau, M.D. of New York.

MAZON

It's immediate and definite action
reflects true scientific research.



FEBRUARY 20, 1931



APRIL 17, 1931

Completely eliminated the Psoriasis condition shown at left in eight weeks.

The case had previously resisted all treatment for fifteen years.

There has been no recurrence since elimination with Mazon and Mazon Soap over four years ago.

The case is typical of many similar conditions that had previously failed to respond to other treatments.

INDICATIONS

- ECZEMA
- PSORIASIS
- ALOPECIA
- RING WORM
- DANDRUFF
- ATHLETE'S FOOT
- AND OTHER SKIN DISORDERS

DISTINCTLY MODERN

Not a smear! There is no greasy residue. Mazon is completely and rapidly absorbed.

No Bandages! Permit air to act freely. Allays itching immediately. Will not stain.

Economical! Permanency of results establishes Mazon as an effective and economical treatment.

PROFESSIONALLY ENDORSED:

"I have yet to come across so satisfactory a product as Mazon. I have tried it on several cases of acne with the most astounding success."

DR. J. C.—Chicago.

"I have been prescribing your Mazon Ointment and Soap in many chronic Dermatoses and in all cases have had very gratifying results."

DR. A. R. M.—Kansas.

"1 case of 11 years standing, 3 weeks treatment, clear skin. Was Chronic Eczema. Hard to realize."

DR. J. S. N.—North Carolina.

"I have prescribed Mazon with excellent results for a long time."

DR. S. B. H.—Baltimore.

These unsolicited reports further emphasize the merits of Mazon treatment.

MAZON SOAP

- ABSOLUTELY PURE
- NO SYNTHETIC PERFUME
- NO ARTIFICIAL COLORING
- NO FREE ALKALI
- FOR PERSONAL HYGIENE

Mazon is dispensed in one, two and four ounce sizes.

Sold by distributors
dependable pharmacies wholesale druggists

BELMONT LABORATORIES, Inc.
4430 Chestnut St., Philadelphia, Pa.

be circulated and mass meetings will be held in an effort to maintain midwives' place in the sun.

"Jealous doctors are behind the move to curtail midwifery," Mrs. Misiti accuses, in effect.

★ Press Chides A.M.A.

Shortly after the last A.M.A. member had left the boardwalk convention hall the *Atlantic City Press* saw fit to comment on the society's attitude toward health insurance.

On June 19 the paper editorialized as follows: ". . . The American Medical Association . . . resists . . . such things as health insurance and threatened 'socialization' of medicine, offering in their stead to assume leadership and responsibility in the organization of medical service . . .

"If the doctors want to avoid

. . . government direction, it would seem that in addition to a specific plan of their own they must provide strong leadership to put it over. Neither seems provided for in the submitted and accepted A.M.A. report."

★ Highway First-aid

A group of medical men is seeking to establish first-aid stations on all main highways for the treatment of accident cases, Dr. Frederic W. Bancroft of Kansas City revealed recently.

Today's large volume of automobile accidents, Dr. Bancroft pointed out, necessitates some means of administering to victims promptly, without having to transport them long distances.

The impracticability of attempting to erect first-aid stations, as such, at the present time was ad-

66 Years of General Practice Makes a Specialist

For 66 years, the House of Heinz has made it a general practice to specialize in producing only the finest quality foods.

Physicians seeing *both* the Heinz Seal and the Seal of Acceptance of the A. M. A. (Committee on Foods) on one package, are instantly aware

that this must, indeed, be a superior product. Heinz Strained Foods, for infant and invalid feeding, are the *only* strained foods so distinguished!

Doesn't this fact make it easier for you, doctor, to recommend a specific brand of strained foods to anxious mothers?



HEINZ STRAINED FOODS



The Only Strained Food distinguished by both Seals of Quality!



Insomnia

IN this harmful and distressing condition, however induced, whether by worry, fear or anxiety, lies many an incipient breakdown, many a minor tragedy in this restless nerve-wearing age.

Peacock's Bromides

is not a direct hypnotic in the sense of morphine or chloral.
It conjures sleep by quieting the central nervous system.

NOT A DRUGGED SLEEP

A synergistic mixture of the pure bromides of alkali and alkaline earths—fifteen grains to the fluid dram—which has achieved successful results in insomnia, epilepsy, uterine congestion, headache and all congestive, convulsive and reflex neuroses.

*Introduced to the Profession in 1885.
Fifty years of clinical experience.*

Write for sample and "Encyclopedic Diagnosis of Nervous and Mental Diseases." Please mention this Journal.

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SANMETTO — CACTINA PILLETS — PRUNOIDES — CHIONIA — SENG

Tilden Has Kept Faith With Physicians

ELIXIR IODO-BROMIDE OF CALCIUM COMPOUND (or I.B.C.) (Tilden)

is composed of the Iodides and Bromides of the mineral bases Calcium, Sodium, Potassium, and Magnesium, with Stillingia, Sarsaparilla, Yellow Dock, and other ingredients, combined in a manner exclusive with Tilden. (With or Without Mercury).

Elixir I.B.C. (Tilden) has been prescribed as an alternative in Scrofula, Abscesses, Swellings, Syphilis, Caries, Necrosis, Rheumatism, Neuralgia, Erysipelas, Salt Rheum, and Cutaneous Affections, for over sixty years by practicing physicians.

This I.B.C. (Tilden), like all prescription specialties produced by The Tilden Company, is labeled according to law, advertised only to the medical profession, manufactured under strict scientific control, and offered only after years of thorough clinical success.

Literature will be furnished confidentially to physicians only on request.

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The Oldest Pharmaceutical
House in America



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ME 8-33

ENDO INTRAMUSCULAR SOLUTIONS

FOR DISORDERS OF THE MENSTRUAL CYCLE

ENDO-OVATRIN

*Administered
Intramuscularly*

Endo-Ovatin has demonstrated its efficacy in treating functional AMENORRHEA and OLIGOMENORRHEA in young women. Results in this type of case are derived from restoration of the normal menstrual cycle.

Each 2 cc. ampoule contains 50 rat units of anterior pituitary-like sex hormone and 40 grains of ovarian whole gland.

SUPPLIED IN 2 CC AMPHOULES
Packages of 12, 25 and 100

Write for literature

ENDO PRODUCTS, INC.
395 FOURTH AVE., NEW YORK



mitted by the sponsor of the plan. Instead, he recommended that "filling stations could carry first-aid equipment and serve as well."

In each state a body of medical men has been designated to put the idea into operation.

President O'Leary of the Wisconsin Medical Society has called upon his colleagues to help educate the public in the do's and don'ts of lay handling of motor accident cases. He has suggested that this be done by having local medical societies arrange for talks at luncheon clubs, broadcasts over the radio, and items in newspaper health columns.

★ Physician Columnists

Carrying on its effective publicity efforts (June MEDICAL ECONOMICS, page 16) Kansas' Sedgewick County Medical Society is now sponsoring a series of features in the *Wichita Eagle*.

Each Sunday, under the heading, "Talks with the Family Physician," there appears an article contributed by a society member and edited by the society's public education committee. Self-diagnosis and home treatment are deprecated in the stories and consultation with the family doctor is urged for every ailment.

[Turn the page]

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Sterilizing Technique*

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... Goat Milk

GOAT MILK has been in use for thousands of years. One of the very first medical pamphlets printed, in 1603, written by Doctor Rodericus A. Castro dealt with the advantages of goat milk. Since then, the medical literature on this subject has steadily increased. Goat Milk has taken its place in the diet of today although handicapped until recently, by a certain prejudice.

A prejudice that has been eliminated . . .

This prejudice was due to the fact that the goat was usually kept in unclean stalls—attended to by ignorant people who did not know that the doe would quickly acquire the odor of its surroundings, transmitting it to its milk. This prejudice was quite justified UNTIL the beginning of the MEYENBERG GOAT MILK processing era.

MEYENBERG EVAPORATED GOAT MILK is pure goat milk, alkaline in reaction. Produced from a selected herd of goats, corral fed with scientifically prepared food. Nothing is added. From milking under the best sanitary conditions to packing in the spotless modern evaporating plant, the production of MEYENBERG EVAPORATED GOAT MILK is under the direct supervision and constant inspection of dairy experts and bacteriologists.

Informative
literature at
your request.



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Your favorite dealer can now be supplied through any McKesson & Robbins wholesale house

Copy is secured by inviting members to volunteer articles.

★ Columbia Rules Its Waves

Programs which describe "graphically or repellently any internal bodily function or matters not generally acceptable topics in social groups" are to go off the air as far as the Columbia Broadcasting System is concerned. Laxatives, deodorants, and depilatories have been blacklisted. No new contracts to advertise them will be accepted. The Columbia system's last distasteful contract for air time will have expired by March 1, 1936.

To further their new policy, the Columbia network nabobs have retained "an eminent child-psychologist who will have the benefit of an advisory board of qualified members with the special purpose of pointing the way toward programs designed to meet the approval of parents, children, and educators."

★ Mineral Springs Acclaimed

More than \$4,000,000 applied to the erection of seven new buildings enable Saratoga Springs to vie now in equipment and facilities with the world's ranking spas. On July 26 Governor Lehman of New York officiated at a

ceremony at which the buildings were officially opened to the public.

New construction on the 1,000-acre tract was completed two years ahead of schedule through the aid of a \$3,200,000 loan authorized by the Reconstruction Finance Corporation. Last month's dedication crowned a quarter-century period of development by the state.

★ Relieved of Practice

"You are taking my practice . . . and turning it over to another doctor . . . even paying him to take it from me," wrote Dr. Samuel L. Solomon of Brooklyn, New York, in a complaint to the local Emergency Relief Bureau early in July.

M. M. Dansky, another Brooklyn physician, felt the same way. He also charged the ERB with disrupting his practice. The two doctors resented the fact that their own patients were being sent to other doctors by the relief bureau. They had been told that this was necessary in order to maintain an equal distribution of work among the relief panel physicians in that district. Nevertheless the patient-deprived doctors didn't like it and said so. In less time than it takes to say "government controlled medical

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ECONOMY
REAL SAFETY

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STERILIZER

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THE PELTON & CRANE CO., DETROIT, MICH.

A More Scientific Method of Counteracting Gastric Hyperacidity

Excess stomach acid has always been treated by chemical neutralization, to which, however, the following objections have been found: (1) peptic digestion is hindered or prevented; (2) intensive alkaline treatment frequently leads to a condition of alkalosis; (3) alkalis often cause a secondary and more pronounced rise of acidity following their administration.



Because of these objections physicians should recommend the introduction of the newer and more scientific method of removing excess acid by *colloidal adsorption*.

Alucol, an allotropic form of aluminum hydroxide, has a high adsorptive power for HCl. It takes up excess acid colloidal and leaves a sufficiency for the continuance of peptic digestion. There is no secondary rise of acidity following its administration.

A trial of Alucol will convince you of its value. Let us send you a supply with full information.

ALUCOL

(Colloidal Hydroxide of Aluminum)

USE THE COUPON BELOW

THE WANDER COMPANY,
180 North Michigan Avenue, Chicago, Illinois.

Dept. M.E. 8

Please send me without obligation, a container of ALUCOL for clinical test, with literature.

Dr. _____

Address _____

City. _____ State. _____

service" the ERB cracked down on the protesting physicians.

On July 11, the postman dropped official-looking letters in the Solomon and Dansky mail boxes. Signed by Dr. William G. Terwilliger, director of the Emergency Relief Medical and Nursing Service, they told Doctors Solomon and Dansky that they had been suspended from the ERB medical panel.

★ Mass. Stands Lowest

The Massachusetts Medical Society, led by its president, Dr. Charles E. Mongan of Somerville, has for the past five months waged a determined battle to secure approval of legislation aimed to better medical standards in the commonwealth.

In the face of charges of tyranny from opponents of the mea-

ures, Dr. Mongan and his associates in the society have presented proof that the requirements for practice in Massachusetts are among the lowest in the country. Yet after prolonged discussion by two legislative committees the society's bill to raise such standards was turned down in May. Principal opposition came from representatives of two small and relatively unknown medical schools in Greater Boston, who feared that the measures challenged a continuation of their existence.

As a substitute for the defeated bill Representative Charles W. Hedges of Quincy recently introduced a resolution providing for a study by a special commission of the entire question of medical education in the commonwealth. Dr. Mongan, advocating the re-

UVURSIN in . . . DIABETIC GANGRENE

- Favorable results in checking Diabetic Gangrene with UVURSIN treatment, followed by satisfactory healing, is reported to us by physicians.

- Complete elimination of urinary sugar is frequently reported by twentieth day with this innocuous oral treatment for Diabetes Mellitus.

27 DAY TRIAL FREE

Prepared for prescription purposes only.

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Please send me free 27-day treatment of UVURSIN, so that I may obtain clinical evidence of results in an actual Diabetic case.

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Street _____

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**UVURSIN
for Diabetes**

WE INVITE YOU... *to try it*

When all is said and done it is your own testing which is most important to you.

Let us send you a liberal sample of Absorbine Jr. Try it on Athlete's Foot cases occurring in your own practice. We think your experience with Absorbine Jr. will bear out the laboratory test results, and the testimony of the thousands who have written us. Just mail us your professional card and we will send at once a professional sized bottle of Absorbine Jr. with no obligation to you.

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REMEMBER—for more than 40 years Absorbine Jr. has been the famous remedy for relieving sore muscles, muscular aches, bruises, sprains, Athlete's Foot, Sunburn.

**Tilden Has Kept
Faith With Physicians**

HAIMASED

(TILDEN)

is a palatable, non-irritating prescription without sugar, containing 20 grs. of Sodium Sulphocyanate per fluid ounce, together with other ingredients, combined in a manner exclusive with Tilden.

HAIMASED has been prescribed for many years by physicians who relieve Hypertension and attendant symptoms in many conditions, such as Essential Hyperpiesis.

This prescription specialty, like all produced by The Tilden Company, is labeled according to law, advertised only to the medical profession, manufactured under strict scientific control, and offered only after years of thorough clinical success. Literature will be furnished confidentially to physicians only on request.

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**New! 10th ANNIVERSARY
COMPREX CAUTERY**



• The Pistol Grip Handle, correctly designed, with the angle fixed in position, eliminates troublesome swivel and repeated adjustments.

\$38.50

Choice of Any Three Tips



450 Whitelock Ave., New York, U.S.A.

solve, said that the aim of the proposed investigation was best summed up in the provision of the measure which reads:

"Said commission, in the course of its study, shall consider the effect of medical education in the



CHARLES E. MONGAN, M.D.
President, Mass. Medical Society

commonwealth upon the health and lives of its citizens."

"Massachusetts stands lowest for requirements for admission to the practice of medicine," added Abraham Casson, attorney for the Massachusetts Medical Society.

Of five medical schools in the country which fail to meet the standards set by the American Medical Association and other evaluating agencies, two are in Massachusetts, declared the Boston Herald editorially on June 21. "It is no exaggeration," the editorial pointed out, "to say that the health and happiness of every person in Massachusetts should eventually benefit through a thoroughgoing survey by such a com-

ALKALOL Widely Used to Relieve Nasal Affections



F R E E —
New Eye Dropper
Bottle of Alkalol.
See Below

Ears	Cleansing, soothing.
Eyes	Very soothing—even in infants' eyes after silver treatment.
Nose	Widely used as douche or spray in coryza, rhinitis, hay-fever, or any nasal affection.
Throat	Immediate relief, soreness, "ticking," coughing.
Mouth Teeth	Dentists endorse it.
Burns, Bites Bruises Fevered Brow Hemorrhoids Varicose Ulcers	{ Kept in contact by means of saturated cotton or gauze, is a pleasant surprise to physician and patient.
Bladder	For irrigation—soothing, pus and mucus solvent.
Diabetic Lesions	Relieves irritation.

Many other indications will suggest themselves. Remember, ALKALOL'S "cell-feeding" action is a tissue builder. It never irritates.

*Let Alkalol's "Personal Eye Test" prove the efficacy
of this long-established product*

Alkalol has such a wonderful, soothing, healing action on the delicate membrane of the eye that it has been used for years to clear the eyes of infants after silver treatment.

Doesn't it stand to reason that as Alkalol has been so successful in treating such a super-sensitive organ as the eye, it must be equally efficacious as a douche or spray in coryza, rhinitis, etc.

But one or two applications in your own eyes will tell you more than 20,000 words—and it costs you nothing to test.

Remember—ALKALOL IS DIFFERENT. Owing to its physiologic balance, Alkalol feeds and stimulates the cells through absorption, thereby building resistance to infection. Alkalol builds as it cleans and never irritates.

Send for FREE sample in the new eye dropper bottle.

THE ALKALOL COMPANY, Taunton, Mass.

mission. The public moreover, has a right to know the status of medical education in Massachusetts. The burden of explanation is on those small groups and interests who do not want the facts to be known and who oppose the passage of this resolve."

Opponents of the legislation charged its sponsors with tyranny. Said William L. Blatt, representing the College of Physicians and Surgeons, "The people behind this bill are tyrants. They want the standards raised and raised. They are attempting to crush the three small colleges in the state. It is not a real investigation. It is just another measure to put the three small colleges out. They have been trying it for 20 years."

The resolve as presented by the Massachusetts Medical Society

concluded thus:

"Said commission shall report to the General Court the results of its study, together with its recommendations and drafts of legislation necessary to carry the same into effect...no later than the first Wednesday of December in the current year."

★ Xmas Seals Still Needed

An end to tuberculosis by 1985 was predicted recently by Dr. Louis I. Dublin, third vice-president and ace statistician of the Metropolitan Life Insurance Company. The glad prophecy was made during the Saranac Lake convention of the National Tuberculosis Association which took place at the end of June.

Dr. Dublin stressed three major phases of control and eradica-

The Factor Underlying The Use Of BEFSAL IN THE TREATMENT OF ARTHRITIS

IS ADEQUATE DOSAGE (90 to 180 grs. daily) OVER SUFFICIENT LENGTH OF TIME (4 to 8 months persistent treatment).

Dosage is based on the requirement of (1) covering, with an anti-septic reagent, the entire surface of the small intestine and (2) the molecular quantity needed to chemically combine with the by-products of defective metabolism to prepare them for elimination. This dosage and treatment is possible without detrimental cumulative action. BEFSAL contains no cinchophen. Marketed in boxes of 100 and bottles of 1000 5 gr. and 10 gr. tablets.

¹ Successfully used by many physicians for more than 12 years.

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Does menthol affect the tobacco flavor of cigarettes ?

That depends. If too much menthol is used, or if it is not combined with other suitable ingredients, or if it is applied improperly to the tobacco, it may decidedly mask the natural taste of the tobacco.

The success of the Spud cigarette is largely due to its special process, which cools the smoke without in any way distorting the original flavor of the tobacco.

In fact, Spud's process *enhances* this natural flavor for two important reasons. First, it keeps the tobacco moist and fresh for a long time—and every smoker knows the relation of fresh tobacco to flavor. Secondly, cooler smoke retards the "high temperature tars" which often cloud the fine taste and aroma of well-aged tobacco.

Spud smoke carries less of these irritating tars, hence it is milder and smoother. This is the only claim we make.

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CIGARETTES

CORK TIP OR PLAIN

15^c FOR 20

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**AN AID TO REGULAR
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**NATURAL SOURCE
PRODUCT with a
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Kaba--a natural vegetable product--answers the demand for a drugless, physiologic bowel corrective in which there is no irritation, no seeds, no bran, no oil, no cathartic drugs.

*Kaba exerts a three-fold effect
in the bowel--*

- 1 - It swells to more than 20 times its original bulk.
- 2 - It forms a highly limpid, mucilage-like substance giving lubrication without oiliness or leakage.
- 3 - Kaba helps restore bowel tonicity by reason of the presence of vitamins B and G in generous amounts. Let us send you a supply of Kaba so that you can test its unique value as a corrective of bowel stasis.

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tion that must be looked to, however, if the demise of tuberculosis is to occur within the next half century. He called for:

1. Care for the tubercular negro.
2. Increased attention to tu-

Wide World



**DR. FRANCIS B. TRUDEAU
.and model of "Little Red,"
first TB sanitarium in U. S.**

bercular young women between the ages of 18 and 25.

3. Increased study of tuberculosis in industry.

The day after Dr. Dublin outlined his optimistic ideas on the subject, the National Tuberculosis Association declared it had found the disease to be the principal cause of death between ages 15 and 40. Furthermore, formal discussion by N.T.A. members indicated their belief that as yet no method has been discovered for establishing artificial immunity to the disease. The Trudeau Christmas Seal cohorts resolved that "added stress should be laid on the continued importance of a

vigorous campaign against tuberculosis."

Dr. William P. Brown, heart and lung specialist of the New York State department of education, has lent force to the Tuberculosis Association's findings in a series of letters recently sent to doctors in the Empire State.

Dr. Brown's letters urge tuberculin tests for school children as an economy, and include a table which reveals that out of 72,450 tests given to college students last year, more than 42% showed positive reactions. A little over six tenths of one per cent revealed active pulmonary tuberculosis.

★ Campaign for Health

"Let there be health," the National Health Council decided, in effect, on June 12, when it inaugurated a five-month campaign to better the nation's physical condition.

The Council, headed by Colonel Theodore Roosevelt, and headquartered at 50 West Fiftieth Street, New York City, subscribes to this policy:

1. Stimulation of intelligent interest in community health on the part of American citizens.

2. Coordination of health and social agencies, local and state, in campaigns to express interest in community health.

3. Unification of national health agencies in the National Health Council to promote the foregoing objectives.

Voluntary as well as official authorities on health are expected to cooperate. Although emphasis is to be put on the work of local agencies, national headquarters will guide them.

In October, when the drive

COMBAT PUTREFACTION



In toxic bowel conditions, the bacterial flora is so changed that the normal protective organisms are in the minority. By supplying a proper culture medium for the growth of the protective, symbiotic bacteria,

LACTO-DEXTRIN

again puts the putrefactive organisms in the minority, thus making possible the normal flora.

All this is accomplished in a natural way - without resorting to chemicals or cultures.

Easy to take

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Abdominal Support.**

Every belt is made to order.

Ask for literature

Katherine L. Storm, M. D.
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A physician writes: "I am quite delighted with ASEPTINOL Ointment. I was looking for something that would curb a peculiar itching that a patient had for four years on his legs, and it seemed that all he had done had been of no value. I prescribed ASEPTINOL, and in a few days the rash and itching were gone."

Itching of eczema and other conditions is relieved almost from the first application. In a remarkably short time, in the majority of cases, the cutaneous eruptions heal, leaving a healthy surface. Try a free sample and convince yourself.

ASEPTINOL MFG. CO., Baltimore, Md.
Send me liberal free sample of
ASEPTINOL Ointment (Ungt. Aseptinol
Comp.).

M.D. Street
..... City State



Wide World

COLONEL THEODORE ROOSEVELT
Health councilman.

ends, 400 cities are expected to hold assemblies at which programs of community health education will be presented.

★ Doctors All

"Is there a doctor in the house?" This query thundered from the lungs of a Federal court bailiff in Topeka, Kansas as a woman fainted while attending a murder trial.

Response to the bailiff's alarming question was immediate and overwhelming. Seventeen men in the courtroom rallied to the call. The rescue squad, variously equipped to handle such emergencies, consisted of four pathologists, three surgeons, two toxicologists, a dentist, three general practitioners, two chemists, and a pharmacist.

Even the defendant, on trial for fatally poisoning his second wife, could have given treatment. He had been practicing medicine since 1896.

The patient was quickly revived.



*Always
dependable*

GARDNER'S

Syrupus Acidi Hydriodici

. . . The original product, not an imitation. . . Each fluid ounce contains 6.66 grains of pure, resublimed iodine. It is palatable, acid in reaction, affording the constitutional effects of iodine without causing gastric irritation. . . Today IODINE is acknowledged to be one of the most valuable oral therapeutic weapons at the physician's command.

. . . Indications include: hypertension, glandular enlargements, infections, common colds, bronchitis, pharyngitis, laryngitis, pneumonia and other pulmonary afflictions, influenza, syphilis, as a prophylactic in hay fever. SPECIFY GARDNER'S in original 4 and 8 ounce bottles to prevent substitution and insure dispensing of the genuine product.

Advertised solely to the profession.

SAMPLES AND LITERATURE SENT ON REQUEST.

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Established 1878

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Ergoapiol-(Smith)

A Menstrual Regulator . . .

WHEN the periods are irregular, due to constitutional causes, ERGOAPIOL (Smith) is a reliable prescription. Containing apiol (M.H.S. special) together with ergot, aloin and oil of sabin of the highest quality, this preparation effectively stimulates uterine tone and controls menstrual and postpartum bleeding.

In cases of *Amenorrhea*, *Dysmenorrhea*, *Menorrhagia* and *Mettorrhagia*, Ergoapiol serves as a good uterine tonic and hemostatic. Valuable in obstetrics after delivery of the child and for the menstrual irregularity of the *Menopause*.

Prescribe 1 to 2 capsules 3 or 4 times daily. Supplied only in packages of 20 capsules. Literature on request.

As a safeguard against imposition, the letters MHS are embossed on the inner surface of each capsule, visible only when the capsule is cut in half at seam as shown.

MARTIN H. SMITH COMPANY
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TAKE A QUICK LOOK, DOCTOR!

Here, in brief, are important advantages you'll want to remember about Ralston Wheat Cereal.

A WHOLE WHEAT CEREAL

Choice whole wheat, with only coarsest bran removed is used in preparing Ralston. That means, of course, that Ralston provides in abundance all the body-building, energy-producing elements which make whole wheat one of our most important cereal foods.

DOUBLE-RICH IN VITAMIN B

Pure wheat germ is added to Ralston, making it $2\frac{1}{2}$ times richer in vitamin B than natural whole wheat. The value of such a "double-rich" cereal as an aid to keeping appetites normally eager, promoting growth and general well-being, is evident to any director of diets.

DELICIOUSLY PALATABLE

The natural goodness of choice whole wheat gives Ralston a wholesome, hearty flavor that is equally popular with children and adults.

CONVENIENT AND ECONOMICAL

Ralston cooks quickly, and is ready to serve just as it comes from the pan. Moreover, each generous serving costs only about one-half a cent. For a Research Laboratory Report and samples of Ralston, the "double-rich" wheat cereal, use the coupon below.



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LITERATURE AND SAMPLES

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(H2) COLD SORES: The manufacturers of Campho-Phenique invite physicians to try this product in healing and soothing cold sores. It is said to provide the prompt antiseptic and analgesic action of phenol with none of the latter's caustic or irritating qualities. Samples are available in liquid, powder, or ointment form.

(H3) POLARIZING MICROSCOPES: A handsome 24-page book bearing this title displays various models of polarizing microscopes and their accessory equipment, along with complete specifications.

(H4) ACNE, ACNE ROSACEA, LUPUS ERYTHEMATOSUS: These, and other stubborn skin afflictions requiring astringent, keratolytic, or keratoplastic action, have in a number of cases shown marked improvement when treated with Sulpho-lae. This new colloidal sulphur cream is claimed to limit sebaceous secretions, to dissolve horny deposit, to diminish suppuration, to check comedo formation, and to contract dilated follicles.

cles. A sample with literature will be mailed on request.

(H5) OBESITY: Literature describing Lipolysin, a reducing agent, says that it modifies and regulates undue muscular tissue variations subject to endocrine control. It contains hormones, ferment, and enzymes, supported by regulated pituitary function, which help prevent the accumulation of fat.

(H6) RUBBER NIPPLES: The New Hygeia nipples, made in three shapes, are said to have a number of advantages: They are more easily cleansed, as they can be inverted and scrubbed; the non-porous rubber eliminates danger of food particles becoming imbedded in the walls; and the patented tab keeps fingers on the outside of the nipple. Physicians may obtain a sample nipple by clipping the coupon.

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(H8) ORTHOPEDIC FOOTWEAR: Shown in this small booklet are the six models of Wright arch-preserved shoes for men, designed especially to aid the profession in its corrective work with subnormal feet. [Turn the page]

For samples and literature, write key numbers of desired items on coupon on next page. Mail to MEDICAL ECONOMICS. Requests will be forwarded to the proper manufacturers.

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(H-10) HEMORRHOIDS: By using Anusol suppositories it is said that physicians can avoid the use of narcotic, analgesic, and anesthetic drugs for relieving pain caused by hemorrhoids. According to the makers, these suppositories reduce the congestion that causes the pain; and, when the congestion is gone and the circulation improved, there is less extravasation of blood. A liberal trial supply is offered.

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Dr.

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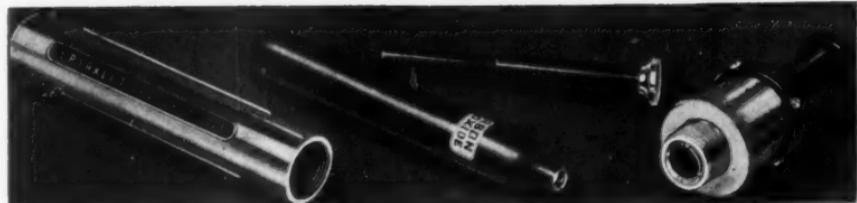
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1. Tripoli, McCord & Beard, J. A. M. A. Nov. 23, 1934.

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2. W. M. Boothby, Arch. Int. Med. 53, 39-45.

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